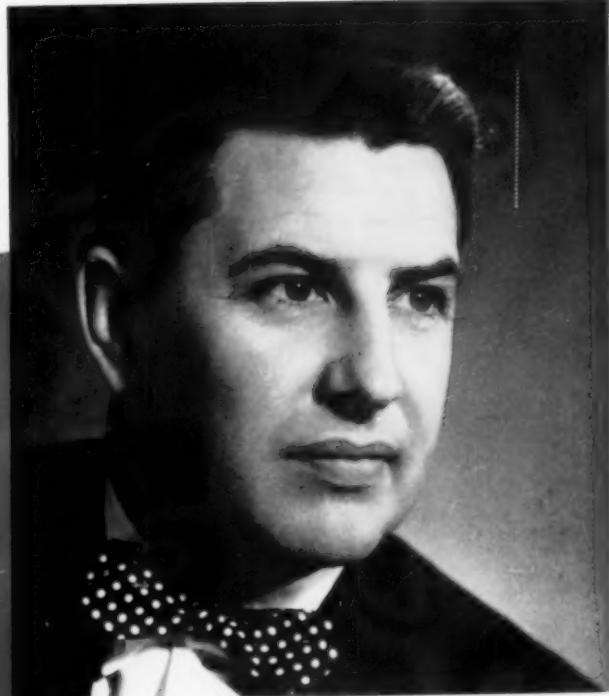


THE REPORTER OF  
**•Direct Mail**  
advertising



**ROBERT F. DELAY  
APPOINTED  
NEW DMAA HEAD**

There's big news this month. So it's appropriate to announce it on the cover...with a picture of Bob DeLay. On March 1st, this long time member of DMAA, and a former board member, will take over as president of the Direct Mail Advertising Association.

Bob steps into big shoes . . . those of Arthur E. Burdge, who is leaving DMAA after more than two years as its first president to return to the marketing field. Art will be missed, for under his administration, industry workshops took on new meaning and the two national conventions, under his wing, were among DMAA's best.

Bob DeLay comes to 3 E. 57th Street, New York from Chicago with a wealth of experience. He knows direct mail as an advertiser and as an agency account manager. He's *lived it* in Louisville and Chicago and has *talked it* at many dozens of DMAA meetings around the country, at NIAA national conventions, at advertising and sales executive clubs.

*Continued on Page 53*

# PONTON

*always first...*

**1st...** To use IBM Equipment for quality controlled Mailing Lists (Ponton "Selectronic" Lists) . . . assuring you successful Mail Campaigns . . . eliminating wasteful duplication.

**1st...** To make available to you our "Selectronic" Systems . . . for accurate Maintenance of Your Mailing Lists.

**1st...** To realize the inadequacies of the large city labor market . . . we relocated in the Suburban New York Area to surround ourselves with high calibre operating personnel.

**1st...** To build an ultra-modern Direct Mail Advertising Plant in New Jersey although competition said it couldn't be done successfully.

**1st...** In our field . . . to establish a Packing, Shipping and Warehousing Service to handle merchandise from Letter size to Pneu-Crate size packages, prepared for either Domestic or International Delivery.

**1st...** To pioneer these moves . . . and each has been done to better Service Our Clients . . . to effect Labor Savings . . . Time Savings . . . Cost Savings . . . even to Tax Advantages.

**PONTON MAILING LISTS ARE COMPILED  
TO YOUR SPECIFICATIONS**

PONTON'S premier and continuous position in the Direct Mail Field for the past 74 years . . . gives you saturation coverage of your market . . . at the lowest possible cost. "List-O-Trades" Catalog has 129 pages with more than 12,000 List Classifications . . . alphabetically classified for your convenience.

Mail this Reply Card  
for your Free copy  
of the PONTON  
"List-O-Trades" Catalog  
the most comprehensive  
and complete Direct Mail  
Catalog of Lists  
being published.



PONTON



EST 1885

Mail it right now!  
You will benefit!  
No obligation!



**W. S. PONTON, INC.**

Sales Office and Production Plant  
44 HONECK STREET, ENGLEWOOD, N.J.  
New Jersey Phone: LOWell 9-5200

New York Phone: MURray Hill 7-5311 a direct connection to Englewood

# CHESHIRE *Announces* New CUT LABEL ROTARY HEAD

for Model E  
and  
Model C

## Labeling Machines



## CHESHIRE LABELING EQUIPMENT

Feeds, cuts, glues and attaches pre-addressed labels — reloads labels and glue without stopping the machine. Smashes costs, saves time. Never misses. Labels all types and sizes of printed pieces accurately, neatly, economically. Low-priced sure, easy way to prevent bottlenecks in your labeling operation.

## CHESHIRE, Inc.

1644 NORTH HONORE STREET  
CHICAGO 22, ILLINOIS



### APPLIES CUT OR INDIVIDUAL LABELS

(gummed or ungummed)  
7/8" x 2 1/2" to 3 1/2" x 5"

**NOW,** an INTERCHANGEABLE HEAD FOR applying cut labels is ready for quick-change-over use on all Rotary Head Cheshire Model E and Model C Labeling Machines. It quickly replaces the roll or tape strip head on either of these units. It handles ungummed labels, or those cut from gummed stock . . . does the job accurately, neatly, perfectly at speeds up to 15,000 per hour. With the addition of the new R-4700 Rotary Head, the extreme range of both Model E and C Cheshire Labeling Machines permits applying cut labels to practically any class of printed material.

*If cut labels only are to be applied, Model E or C Labeling Machines can be supplied with the R-4700 Rotary Head in lieu of the Roll or Tape Strip Head.*

### MODEL E LABELING MACHINE

For postcards, insertion cards, envelopes, pamphlets, brochures and lightweight magazines, booklets, catalogs and quarter fold tabloids.

### MODEL C LABELING MACHINE

For light to heavyweight magazines, catalogs and half-fold or quarter-fold newspapers and tabloids.

# CUT YOUR MAILING COSTS! WITH THE MODEL No. 6



This portable table SAXMAYER Model No. 6 is especially adapted to tie letter mail—also designed for general purpose tying of bundles in any sequence up to 6" high without adjustments. Adjustable legs and casters available at a small additional cost.

All SAXMAYER tyers are noted for **SAFETY** — automatic releases where needed; **SIMPLICITY** — all working parts are interchangeable; not only attractive in appearance but also **EFFICIENT** — fully automatic, speedy, firm, non-slip ties, economical in twine and time. Let us prove it on our trial basis.

Whatever your tying problem, there is a SAXMAYER model to meet it. Write us for details and literature.

DEPT. M

**NATIONAL**  
BUNDLE TYER CO.  
Blissfield, Michigan

List Available

**225,000**

**PROFESSORS**

**THE EDUCATIONAL DIRECTORY** is a complete, accurate and intelligently classified list of college and university personnel in the United States. Over 225,000 names are classified into five major divisions: Humanities, Physical Sciences, Social Sciences, Biological Sciences, and special and general libraries. The names are obtained from lists used by the institutions themselves, and further sub-classified to insure accurate mailing. Lists — on Addressograph plates — are constantly cleaned and rent for \$14.00 per thousand — about 10% rent for \$20.00 per thousand. The Educational Directory is owned by the Association of American University Presses. For a descriptive booklet, write —

**THE EDUCATIONAL DIRECTORY**  
1525 E. 53rd St., Chicago 15, Illinois

# THE REPORTER OF **Direct Mail** advertising

Vol. 21, Number 10

February, 1959

## DEPARTMENTS

SHORT NOTES .....	6
UPGRADING LETTER COPY— <i>by Paul Bringe</i> .....	36
REED-ABLE COPY— <i>by Orville Reed</i> .....	38
SOURCES OF SUPPLY .....	54
FRONT PORCH SCUTTLEBUTT— <i>by Henry Hoke</i> .....	57

## FEATURES

OTIS ELEVATOR EDUCATIONAL CAMPAIGN RAISES A \$10 MILLION SALES POTENTIAL! .....	26
THE FORBES MAGAZINE STORY— <i>Richard Klein</i> .....	24
HOW CONSISTENT "CONTACT" SELLS FOR SOILTEST, INC. ....	28
A REPORT FROM AFRICA— <i>Jock Falkson</i> .....	30
MOTIVATE YOUR IDEA— <i>Ted Blanding</i> .....	32
"LETTERS OF DISTINCTION" BRING 16 NEW ACCOUNTS TO NEW YORK LETTERSHOP .....	35

The Reporter of Direct Mail Advertising is published monthly at 229 West 28th Street, New York 1, N. Y. Subscription price is \$6.00 a year. Second Class Mailing Privileges authorized at Garden City, N. Y. and additional entry at New York, N. Y. Copyright 1959 by The Reporter of Direct Mail Advertising, Inc. The Reporter is independently owned and operated. In addition to thousands of regular subscribers, all Members of the Direct Mail Advertising Association receive The Reporter as an Association service. Part of their annual dues pays for a subscription.



**PUBLISHING OFFICES:**

224 Seventh Street  
Garden City, L. I., N. Y.  
Pioneer 6-1837

**Henry Hoke, Jr.**  
Publisher

**Dudley Lufkin**  
Field Editor

**M. L. Strutzenberg**  
Business and Readers Service

**G. M. Bornbusch**  
Circulation

**M. K. Coleman**  
Advertising and  
Merchandising Production

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Garden City, L. I., N. Y.  
Pioneer 6-1837

**MIDWEST**

**J. K. Rotskoff**  
605 N. Michigan Ave.  
Chicago 11, Illinois  
DElaware 7-0120

**WEST**

**H. L. Mitchell & Associates**  
1450 Lorain Road  
San Marino, California  
CUmberland 3-4394

## **PIN POINT** your prospects

A market is dynamic! New companies, new demands, new people—these and other changes keep your salesmen groping for the right prospects. But, with a direct mail program tailored to your needs, you pin point valid prospects...give your salesmen profitable leads to increased business.

Direct mail selects the companies—the people—who are ready to respond to your salesmen's efforts. It slashes selling costs, reduces selling time.

Give your salesmen the right kind of direct mail support by calling on the creative experience of the Hickey Murphy Division of James Gray, Inc. For some important points about direct mail, write for a free copy of the informative booklet, *How To Put Action Into Your Direct Mail*.

## **THE HICKEY MURPHY DIVISION OF JAMES GRAY, INC.**

216 East 45th Street, New York 17, New York • MURray Hill 2-9000



PRIDE  
IS THE DIFFERENCE

## Atlantic Opaque

The quality opaque. Uniform thickness and finish. Surface-sized for clean letterpress, offset or gravure printing.

Prove to yourself that this bright white opaque paper delivers clearer, sharper impressions—permits less "show-through."

Ask your Franchised EASTERN Merchant for samples in regular vellum or deep etch finish. Or write direct.



# EASTERN

EASTERN FINE PAPER AND PULP DIVISION  
STANDARD PACKAGING CORPORATION

BANGOR, MAINE

## Short Notes DEPARTMENT

We welcome your direct mail ideas and news items for this department.  
Send all material to Short Notes Department, The Reporter of  
Direct Mail Advertising, 224-7th St., Garden City, N. Y.

□ **FOR THOSE WHO LIKE TO PLAN AHEAD** . . . put these dates on your calendar. At a recent meeting of the board of directors of the Direct Mail Advertising Assn., the following dates were definitely fixed for the next three annual conventions:

1959 — Queen Elizabeth Hotel, Montreal, Canada. (See page 22)  
September 13 to 16  
1960 — Hotel Americana, Bal Harbour, Florida (Just north of Miami Beach)  
October 9 to 13  
1961 — Hotel Statler, New York, N. Y.  
44th October 10 to 13

An exciting and changing tour . . . to look forward to.

Law 199 which cripples parcel post shipments. Bill Henderson of the Parcel Post Assn., 1013 Woodward Bldg., 15th & H Sts., N. W., Washington 5, D. C., is doing a good covering job and you should be on his bulletin list. Adding to complications is the news that some of the 68 railroads owning the Railway Express Agency are withdrawing their support. Without that support, the Agency might have to fold. That might be a disaster too. In our opinion, Railway Express Agency made its biggest mistake in fighting and trying to cripple parcel post. There was room for both. But the Post Office has, and always will have, better distribution and delivery facilities.



□ **A NEW BOOKLET** on the postal situation is now available free of charge from Harry Maginnis, Associated Third Class Mail Users, 1406 G St., Washington 5, D. C. Twenty-eight pages (6" x 9") of easy-to-read but detailed explanation. If you haven't seen a copy write for "Why You Should Support the Fight to Save Third Class Mail." Copies should be sent to all editorial writers who criticize direct mail.



□ **BE CAREFUL** if you use oversized post cards with simulated handwriting printed on part of address side . . . and mailed at regular third class rate of 3¢. One of our friends had an embarrassing experience. He mailed such a card to a large special list. Some over-zealous postal clerk ruled that "handwriting" put card in first class and recipients were charged 1¢ postage due. Caused a lot of irritation.



□ **AS YOU ALL KNOW BY** now, both the President and Postmaster General Summerfield will make a 1959 drive for a five cent first class letter rate in spite of asking everyone else to hold the line against inflation. It's a mess. Watch developments carefully . . . through press reports or your trade association. Also, watch the fight to get repeal of Public

□ **GLAD TO SEE** that Albany Products, Conn. Ave., So., Norwalk, Conn., is continuing its offbeat humorous campaign . . . even though Max Stern, who designed it, died suddenly last September just as he was getting ready to go to St. Louis to accept the Henry Hoke Award for unusual direct mail. Current pieces still show pictures of Max, who used himself as a model for the screwball poses. In one post-convention mailing, Albany officials announced the death and gave details of the award. Here's one case where an advertising man's work lives after him. The Reporter has recently uncovered another offbeat industrial campaign. Will give you the story as soon as we collect all the facts.



□ **HATEMONGERING-BY-MAIL** is growing, although you haven't read much about it in the press. But law officials and legislators are worried about it. Bombings of schools, churches and homes are just an outward manifestation of the hate literature being disseminated behind the scenes . . . and which stimulate acts of violence. It's a big problem . . . whether such stuff can be banned from the mail by any legal device which might be useful today . . . but which at some future time might endanger honest criticism and freedom of thought. Some of the stuff today is just as violent as the deluge of Nazi



**PRIDE IS A CHORE.** He squeaks. Prefers baseball. In time his music will be important too. Pride needs time. And understanding. Pride. The inner balance that makes a man excel. Proud printers feel it. And, in their choice of fine papers, express it often.



Cover • Bond • Opaque • Offset • Ledger • Mimeo • Duplicator • Translucent

EASTERN FINE PAPER AND PULP DIVISION • STANDARD PACKAGING CORPORATION • BANGOR, MAINE

**Atlantic**

Printed Offset on Atlantic Opaque • Basis 80 pounds



inspired filth which struck all of us in the late thirties. The only real solution is . . . public revulsion against the hatemongers. If Reporter readers get hold of samples . . . please send them to us. We will get them into the right hands. The hatemongers don't seem to know it, but in nearly every city there is a special unit set up to classify and track down sources of hate literature directed against any minority group. When violence occurs, it is relatively easy to round up the known agitators. That's how they caught the Atlanta Synagogue bombers so quickly. Getting honest, courageous juries to convict is a different and more serious problem.



**MANY CREDIT BUREAUS** are doing a fine job of selling more credit buying plus prompt payments... using newspaper advertising and direct mail. Take as an example, Merchant Credit Association, 2109 Fifth Ave., N., Birmingham, Ala. General Manager J. E. Fenn sent us samples of their bulletins to members... also details of cooperative newspaper ads to build up credit.



responsibility. Besides credit subjects, bulletins give advice on using direct mail to thank customers for prompt payments, and other devices for increasing credit buying, including training of employees. An intelligent effort which is bound to help business. We got a kick out of one pictorial bulletin sent to association members urging caution in granting credit when it is harmful to the applicant.



**WE ARE ALWAYS LEARNING**  
something new from letters written by Reporter readers. Never have been exactly certain what a "credit union" is until Henry Baker of Michigan Credit Union League, 13235 Woodrow Wilson, Detroit 38, Mich., sent us an explanatory letter with samples of their work.



5 seconds ago  
just another name on  
your direct mail list

*Now—he's a real live sales prospect.  
Prodded by a compelling Reply-O-Letter to pull out  
and mail the Built-In reply card.  
No writing—not even a "fill-in" required.*

5 seconds is all the time it takes. That's about *all* the time a "direct mail name" will give you. Awareness of this is the reason Reply-O-Letter successfully increases clients' replies 30 to 50%.

Reply-O-Letter is dynamic, door-opening *saleslettermanship*. Every detail—letterhead, headline, 1st paragraph, compelling close, and convenient pre-addressed reply—stimulates the reader's impulse to act-now. It's an art we've spent 25 years mastering.

Our staff of skilled letter writers and artists will help you fashion your appeal to today's busy prospects.

Any user will tell you about the wonderful results he gets. Write on your letterhead for free booklet: "The 3 R's of Direct Mail."

## REPLY-O-LETTER

1 Central Park West, New York 23, N. Y.

#### Sales Offices:

New York • Boston • Chicago • Detroit • Cleveland • Toronto



Dangle your message before prospects' eyes: The Connally Organization's exclusive new tag mailing format has action and impact, gets results!

String-up one to a dozen tags, samples or swatches — in any size envelope. Irresistible pull-string zips open the envelope — out pops your message! Readership is assured.

Put ZIP in your next mailing. Write for free brochure and samples.

## THE CONNELLY

ORGANIZATION, INC.

Mail Advertising Services & Specialties since 1931

PHILADELPHIA, 1010 ARCH ST., MA 7-8133  
NEW YORK, 475 FIFTH AVE., MU 9-0838  
CHICAGO, 140 S. DEARBORN ST., FI 6-4444

### Save on New Addressograph Plates and Frames

B or E Frames — \$27.00 per M

B or E Plates — \$6.00 per M

Speedamat Plates — \$24.00 per M

Many Other Styles Available

Samples and Price List Available

Dean-Forrest Co.

75 Beacon Street  
Boston 8, Massachusetts

Direct Mail and Mail Order

## COPY

- that makes SENSE
- that makes SALES
- that makes BUYERS want to do business with you

Write me about your plans or problems

All details handled by mail

ORVILLE E. REED

HOWELL, MICHIGAN

Winner of two DMAA Best of Industry Awards — Dartnell Gold Medal . . . Editor of IMP, "The world's smallest house organ"

Fascinating. Credit unions are groups of people in a church, a school, a business, a community, who buy shares in a member-owned lending organization. They then can loan each other money when needed (and controlled by law) at low interest rates, with loans secured by life insurance. Members get dividends on profits. It all started more than a hundred years ago by the mayor of a small German village as a solution to poverty and usury. Back in 1907, the Boston merchant, Edward A. Filene, became interested and devoted much of his time to introducing the unions in United States. Today there are about 24,000 credit unions in the world with nearly 13 million members. The Michigan League today represents some 1,100 separate credit unions in state with more than 750,000 members. Other states have similar setups, and there is now a national magazine sponsored by Credit Union National Assn., Inc., at P. O. Box 431, Madison 1, Wis. We've enjoyed reading the mass of literature — direct mail material, bulletins and magazines — sent by Henry Baker. Glad to see that in addition to credit activities . . . the leagues are campaigning against frauds and urging careful buying. If interested, write to Mr. Baker for samples of promotional material.

added materials created by Colorado and California artists. No wonder ministers in all the major denominations are expressing approval. If you are interested in helping your church present a better "printed image," write to Ted Benson for samples. Religious promotion can be upgraded . . . just like any other activity.

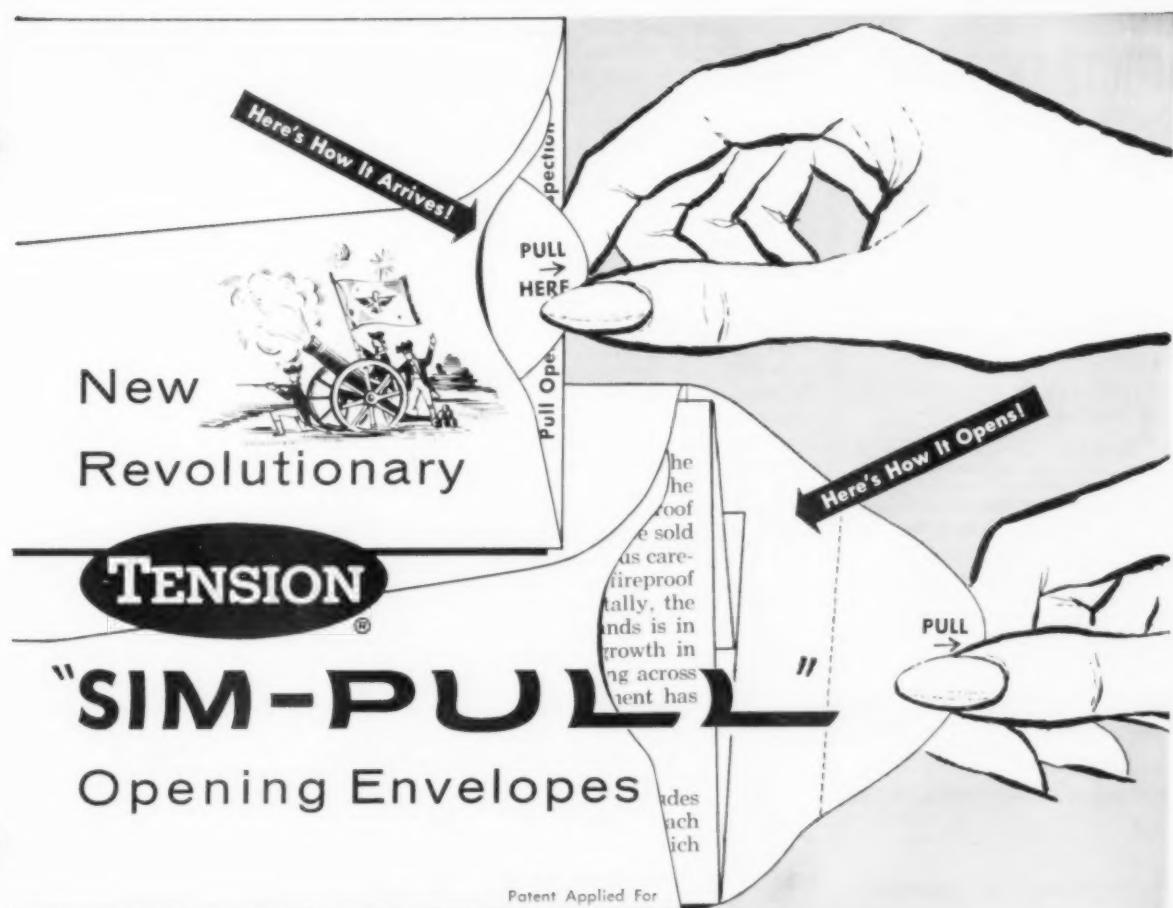
**"LETTERHEADS OF THE YEAR"** are showcased in a new booklet published by Gilbert Paper Co., Menasha, Wis. The 13 letterheads illustrated are the best of winners in the monthly contest conducted in the *Gilcrafter*, Gilbert's



external house organ. Introduction gives a design analysis of each letterhead, with identification of type faces used. You can get a copy of "Letterheads of the Year" by writing to Gilbert at the above address.

**A COMPLETE MANUAL OF POSTAL INFORMATION** is available from Transo Envelope Co., Chicago. The 52 page booklet shows all rate changes, explained in excerpts from the official P. O. Manual itself. Covers all classes of mail. Particularly useful is a section of rules on "Mixed Classes" of mail. The Transo guide also outlines calculation methods for pre-determining postage costs. You can get a free copy by writing to Transo at 3542 N. Kimball Ave., Chicago 18, Ill.

**DUPPLICATIONS** seem to be the worst blight on the direct mail picture. One of our friends recently received six identical pieces in one mail from a large company which should know better. And they were not using rented lists. Were selling a highly selective service with an economy appeal. In this particular case, they spent 500% more than they should,



New  
Revolutionary

**TENSION**

**"SIM-PULL"**

Opening Envelopes

Patent Applied For

**Captures the prospect's curiosity!  
Gets your 3rd-class mail opened rapid-fire!**

For sure, quick openings of Tension's new Sim-Pull Envelope you simply pull the end tab. Out comes the flap. (There's a "spot of gum" for security.) In goes the prospect — to get your message! When you get 'em on the inside you get more returns!

All new. All different. The most intriguing envelope you (or your prospects) ever saw! And it allows full advertising or merchandising space.

Like all Tension Envelopes the new Sim-Pull gives you fast, snag-free automatic insertion. It's available in standard sizes and it's economical, too.

Write Tension's office nearest you for free samples. See how Sim-Pull Envelopes can lay down a barrage of orders for you!



**Tension Envelope Corporation**

**Campbell at 19th Street**

**Kansas City 8, Missouri**

There's a Tension Factory or Sales Office near you:

St. Louis 10, Missouri   Minneapolis 1, Minn.   Kansas City 8, Mo.

So. Hackensack, N. J. (Factory)   Des Moines 14, Iowa   Ft. Worth 12, Texas  
New York 16, N. Y. (Sales Office)

**MAIL COUPON FOR FULL FACTS**

357

**Tension Envelope Corp.**  
Campbell at 19th Street   Kansas City 8, Missouri

Please send me free samples of the new  
Tension SIM-PULL Envelope.

Name \_\_\_\_\_ Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

## PHOTO-ENGRAVING

You can measure the success of your printed promotional material more accurately by selecting "Horan" in the preparation of quality *Black & White, Benday or Color Process* printing plates. In the production of dependable photo-engravings the human element is as great a factor as the best of modern mechanical techniques.

Why not call for one of our representatives.

INQUIRE ABOUT OUR 16mm SOUND COLOR FILM ON PHOTO-ENGRAVING

Operating Twenty-four Hours a Day,  
Four Shifts Every Work Day



P. S. A copy of "The Art and Technique of Photo Engraving" will aid you with your production problems. Send \$2.00

### HORAN ENGRAVING CO., INC.

44 West 28th Street, New York 1, N. Y.  
Murray Hill 9-8585  
Branch Off.: Newark, N. J., Allentown, Pa.

CALL

# Flexo-lettering

FOR

**PERSPECTIVES**

**ITALICIZING**

**REPROPORTIONING**

**CONDENSING**

**CURVING**

**THINNING AND WEIGHTING**

**OUTLINES**

**CAST SHADOWS**

**ANY EXTREMES**  
from type, lettering, logos, art  
You dream up the effect you want  
— we'll reproduce it to perfection.

**PLAZA 3-4943**

**FLEXO-LETTERING CO., INC.**  
**305 East 46 St., New York 17**

*Since 1937 the greatest name in Trick Photography and Process Lettering*

and lost the goodwill of the prospect at the same time. Fighting against duplications should be your major project in 1959.



□ **A FLEXIBLE SCREWDRIVER** was used by Adam Piret of Pronto Addressing & Mailing Service, Inc., 15 Laight St., New York 13, N. Y., as a gadget to accompany soft-sell form letter for Pronto services. It actually works... can screw around a corner or at just about any angle.



□ **THE TREND** toward turning association secretaries into more imposing paid permanent presidents is growing rapidly. Latest to make the move is National Council of Mailing List Brokers, 55 W. 42nd St., New York 32, N. Y. Felix Tyroler is now president instead of secretary. Other officers for this year are: Edith Drey (Walter Drey, Inc.) chairman; Jack Oldstein (Dependable Mailing Lists, Inc.) vice chairman; Eileen Bennett (Archer-Bennett List Service, Inc.) secretary; Edith Crane (Names Unlimited, Inc.) treasurer.



□ **FINE ARTICLE** in December 29 issue of "Newsweek" (Pages 54-55)—"Fancy Foods Direct by Mail... Eating High on the Hickory-Smoked Hog." Worth reading... especially by all mail order people. A constructive, non-critical analysis of the enormous and still growing mail order food business. Roundup quotes or describes many well-known firms, such as Catskill Mountain Smokehouse, Mission Pak, Overseas Associates, Fin 'n Feather Farm, S. S. Pierce Co., Pinesbridge Farm, John Plain & Co., Hickory Valley Farm, ViBo Farm, Chandler's, Pfafelzer Bros., Jordan's Old Virginia Smokehouse, Saltwater Farm, Creole Delicacies Co. Most of the firms interviewed reported Christmas gift orders past season way ahead of previous year.



□ **A "PRINTING INK HANDBOOK"** has been published by the National Association of Printing Ink Makers, Inc., 1440 Broadway, New York 18, N. Y. Sixty pages of up-to-date information for all those responsible for putting printing ink on paper. It is priced reasonably at 50¢ per copy.

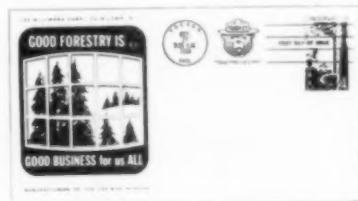


□ **LES SUHLER OF "LOOK"** is always coming up with some new "busy" format. Only trouble is: other mail order outfits copy it quickly... and then it becomes old stuff. Latest circulation mailing comes in a 7½" x 11" window envelope with gold imprinting. Inside:

the largest letter yet... processed on both sides of a 10½" x 13½" letterhead. Adding to bigness was a 6¾" x 10" Savings Certificate and a 4¾" x 10½" airmail business reply envelope, adorned on back with picture of a Trans-World Airliner.



□ **FOREST CONSERVATION** made a logical and attention-getting tie-in for a new product made of spruce wood. When Lee Millwork Corp. of Fair Lawn, N. J., introduced their "Lee Bow" window to the building trade, they produced this two-color envelope showing



evergreens through the "Lee Bow" window. The mailing was made from Tucson, Arizona, with the new 4c Forest Conservation first day issue stamp and cancellation. Created by Advertising Campaigns, Inc. of Paramus, N. J., the product announcement with public service tie-in was well read by builders.



□ **WE'VE BEEN ENJOYING** the daily advertising column in the "New York Herald Tribune" by Joseph Kaselow—"Along Madison Avenue With Kaselow." It is written smartly and tightly... and packs more information than some of the advertising trade magazines. A recent humorous item about public relations was priceless. Only trouble with advertising news these days... it's practically impossible to keep up with all the agency mergers; who is where; or what account has been stolen by somebody else. There's a new definition of "frustration" along Madison Avenue: it's an agency man crying over his martini because he hasn't been approached with a merger offer.



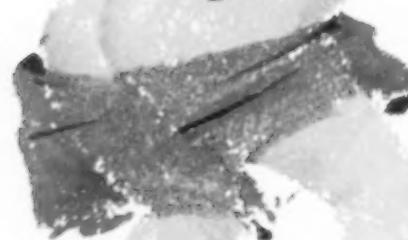
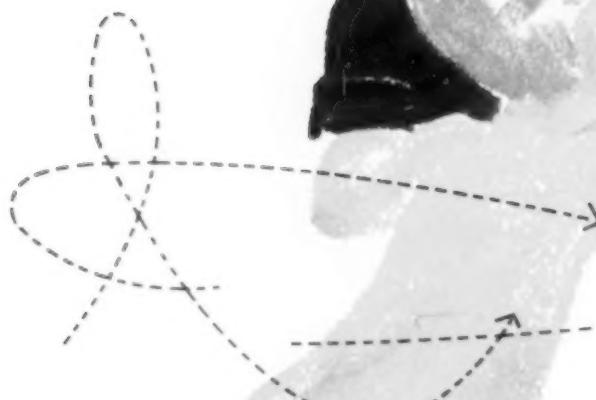
□ **CIRCULAR DISTRIBUTION** by remote control has been introduced by a Texas manufacturer. The idea involves a portable ejection device which can be installed in a station wagon or truck. Theory is that rolled circulars are inserted in tubes and can be projected to doors of houses on both sides of street at same time... cutting down on man hours involved in house-to-house distribution. We hesitate to recommend the new addition to the age of automation... for there are dangers involved.



**BEAT  
HIGH  
POSTAGE  
COSTS**

**NO SHOW-THROUGH**

even on light



ways better

**PRINTABILITY**—Curl-free, wrinkle-free, Nekoosa Opaque goes through high-speed presses *fast*, letter-press or offset.

**ECONOMY**—Mail more pieces per ounce. Nekoosa Opaque is light in weight, yet keeps show-through to a minimum.

**OPACITY**—Nekoosa Opaque rates high in opacity, and it has a firm, smooth surface that reproduces full-colors or black-and-white beautifully.



lightweights when you run on

*Nekoosa*  
**OPAQUE**

**USE NEKOOSA OPAQUE FOR THAT OUNCE OF  
PREVENTION THAT CAN MEAN BIG POSTAGE SAVINGS**

You *can* have your cake and eat it, too, when you specify Nekoosa Opaque. You can have superlative printing performance on a brilliant bright-white surface that adds sparkle to color jobs and contrast to monotypes. And, at the same time, you can use a light weight that saves money in paper cost and postage cost. For Nekoosa Opaque is *really* opaque—with an opacity that makes it the ideal paper for an infinite variety of printed pieces.

*You look better on*



*Nekoosa papers*

NEKOOSA BOND • NEKOOSA OFFSET  
NEKOOSA OPAQUE • NEKOOSA FANTASY • NEKOOSA LEDGER  
NEKOOSA DUPLICATOR • NEKOOSA MIMEO  
NEKOOSA MANIFOLD • NEKOOSA FAX  
NEKOOSA MASTER-LUCENT • and companion ARDOR Papers

NEKOOSA-EDWARDS PAPER COMPANY  
PORT EDWARDS, WISCONSIN

Mills at Port Edwards and Nekoosa, Wisconsin, and Potsdam, New York

*the complete line of*  
**Nekoosa PAPERS**  
*is distributed by...*

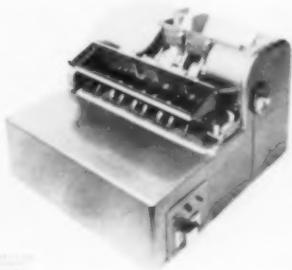
A Abilene, Texas	Southwestern Paper Company	M Macon, Georgia	The Macon Paper Company
Albuquerque, New Mexico	Butler Paper Company	Memphis, Tennessee	Western Newspaper Union
Alexandria, Louisiana	Louisiana Paper Company, Ltd.	Miami, Florida	Everglade Paper Company
Amarillo, Texas	Kerr Paper Company	Milwaukee, Wisconsin	Standard Paper Company
Appleton, Wisconsin	Universal Paper Company	Milwaukee, Wisconsin	Universal Paper Company
Atlanta, Georgia	Vulcan Paper Corporation	Minneapolis, Minnesota	Butler Paper Company
Atlanta, Georgia	The Whitaker Paper Company	Minneapolis, Minnesota	Gopher Paper, Inc.
B Baltimore, Maryland	The Barton, Duer & Koch Paper Co.	Minneapolis, Minnesota	The Paper Supply Co., Inc.
Baltimore, Maryland	The Paper Supply Company	Mobile, Alabama	Partin Paper Company
Baton Rouge, La.	Louisiana Paper Co. of Baton Rouge, Inc.	Monroe, Louisiana	Louisiana Paper Company, Ltd.
Battle Creek, Michigan	Cortright Paper Co., Div.	Montgomery, Alabama	W. H. Atkinson
Billings, Montana	Yellowstone Paper Company	Nashville, Tennessee	Bond-Sanders Paper Company
Binghamton, New York	Binghamton Paper Company	Newark, New Jersey	The Paper Mart, Inc.
Birmingham, Alabama	Jefferson Paper Company	New Orleans, Louisiana	Butler Paper Company, Inc.
Boston, Massachusetts	D. F. Munroe Company	New Orleans, Louisiana	The D and W Paper Company, Inc.
Boston, Massachusetts	Seaboard Paper Company, Inc.	New York, New York	Bishop Paper Company, Inc.
Boston, Massachusetts	Tileston & Hollingsworth Co.	New York, New York	Greenwich Paper Corporation
Bridgeport, Connecticut	Equity Paper Company	New York, New York	Herman Grover
Buffalo, New York	Gebhard Paper Co., Inc.	New York, New York	Marquardt & Company Incorporated
Burlington, Vermont	Vermont Paper Company, Inc.	New York, New York	Hobson Miller Paper Co., Inc.
Butte, Montana	Ward Thompson Paper Company	New York, New York	Saxon Paper Corporation
C Canton, Ohio	Herrington Paper Company	New York, New York	Walker-Goulard-Plehn Co.
Cedar Rapids, Iowa	J. W. Butler Paper Company	Oakland, California	Pacific Coast Paper Company
Charlotte, North Carolina	Charlotte Paper Company	Ogden, Utah	American Paper & Supply Company
Chattanooga, Tennessee	Bond-Sanders Paper Company	Oklahoma City, Oklahoma	Oklahoma Paper Co.
Chicago, Illinois	Atwood Paper Company	Omaha, Nebraska	Field Paper Co.
Chicago, Illinois	J. W. Butler Paper Company	Orlando, Florida	Central Paper Company
Chicago, Illinois	Midland Paper Company	Pearl, Illinois	J. W. Butler Paper Company
Chicago, Illinois	The Whitaker Paper Company	Philadelphia, Pa.	Philadelphia Card & Paper Co., Inc.
Cincinnati, Ohio	The Cincinnati Cordage & Paper Company	Philadelphia, Pa.	Rhodes Paper Company
Cleveland, Ohio	Brewer-Chilcote Paper Company	Phoenix, Arizona	Schuylkill Paper Company
Columbia, South Carolina	Palmetto Paper Company	Pittsburgh, Pennsylvania	Butler Paper Company
Columbus, Ohio	The Cincinnati Cordage & Paper Company	Portland, Oregon	The Central Ohio Paper Company
Cumberland, Maryland	Tri-State Paper Company	Providence, Rhode Island	West Coast Paper Company
D Dallas, Texas	Southwestern Paper Company of Dallas	Pueblo, Colorado	Providence Paper Company
Davenport, Iowa	The Peterson Paper Company	Raleigh, North Carolina	Butler Paper Company
Dayton, Ohio	The Cincinnati Cordage & Paper Company	Reading, Pennsylvania	Raleigh Paper Company
Denver, Colorado	Butler Paper Company	Rochester, New York	M. J. Earl Co.
Des Moines, Iowa	Pratt Paper Company	S	Economy Paper Company, Inc.
Detroit, Michigan	Butler Paper Company	St. Louis, Missouri	Butler Paper Company
Dubuque, Iowa	Weber Paper Company	St. Paul, Minnesota	Anchor Paper Company
Duluth, Minnesota	Martin F. Falk Paper Company	Salt Lake City, Utah	American Paper & Supply Company
E Elmira, New York	Horwitz Brothers	San Antonio, Texas	Shiner-Sien Paper Company
Enid, Oklahoma	Enid Paper Company	San Diego, California	Sierra Paper Company
Evansville, Indiana	Butler Paper Company, Inc.	San Francisco, California	Pacific Coast Paper Company
F Fargo, North Dakota	Dacotah Paper Company	Savannah, Georgia	Atlantic Paper Company
Fort Worth, Tex.	Southwestern Paper Company of Fort Worth	Scranton, Pennsylvania	Elm Paper Company
G Gloucester City, New Jersey	Rhodes Paper Company	Seattle, Washington	West Coast Paper Company
Grand Rapids, Michigan	Central Michigan Paper Co.	Shreveport, Louisiana	Louisiana Paper Company, Ltd.
H Hackensack, New Jersey	Garfield Card & Paper Co., Inc.	Sioux Falls, South Dakota	Sioux Falls Paper Company
Harrisburg, Pennsylvania	Penn Paper Company	Spokane, Washington	McGinnis Independent Paper Company
Helena, Montana	Ward Thompson Paper Company	Springfield, Missouri	Butler Paper Company
Holyoke, Massachusetts	Plymouth Paper Company, Inc.	T Tacoma, Washington	Allied Paper Company, Inc.
Houston, Texas	Southwestern Paper Company	Tallahassee, Florida	Capital Paper Company
Huntington, W. Va.	The Cincinnati Cordage & Paper Company	Tampa, Florida	Tampa Paper Company
I Idaho Falls, Idaho	American Paper & Supply Company	Terre Haute, Indiana	Mid-States Paper Company, Inc.
Indianapolis, Indiana	Century Paper Company	Texarkana, Texas	Louisiana Paper Company, Ltd.
J Jackson, Michigan	Crown Paper & Bag Co.	Toledo, Ohio	Paper Merchants Incorporated
Jackson, Mississippi	Central Paper Company	Tulsa, Oklahoma	Beene Paper Company
Jacksonville, Florida	Jacksonville Paper Company	Tyler, Texas	Etex Paper Company
Jersey City, New Jersey	Gotham Card & Paper Co., Inc.	Walla Walla, Washington	Snyder-Crecelius Paper Co.
K Kansas City, Missouri	Butler Paper Company	Washington, D. C.	The Barton, Duer & Koch Paper Company
Knoxville, Tenn.	The Cincinnati Cordage & Paper Company	Wheeling, West Virginia	Clarke Paper Company
L Laconia, New Hampshire	Goodwin Paper Company	Wichita, Kansas	Butler Paper Company
Lewiston, Maine	Berry Paper Company	Williamsport, Pennsylvania	Susquehanna Paper & Box Corp.
Little Rock, Arkansas	Arkansas Paper Co.	Worcester, Mass.	Bancroft-Worcester Paper Company, Inc.
Long Beach, California	Sierra Paper Company		Export
Los Angeles, California	Sierra Paper Company		
Louisville, Kentucky	Superior Paper, Inc.		
		New York, New York	Champion Paper Corporation, S. A.
		New York, New York	Paper Corporation of United States

**NEKOOSA-EDWARDS PAPER COMPANY • PORT EDWARDS, WISCONSIN**

Mills at Port Edwards and Nekoosa, Wisconsin, and Potsdam, New York

What would be the legal consequences if such a propelled circular hit little Mary in the eye as she was starting to school... or if a valuable pet dog was injured during the circular bombardment? Doubt if this will be much of a threat to the Post Office.

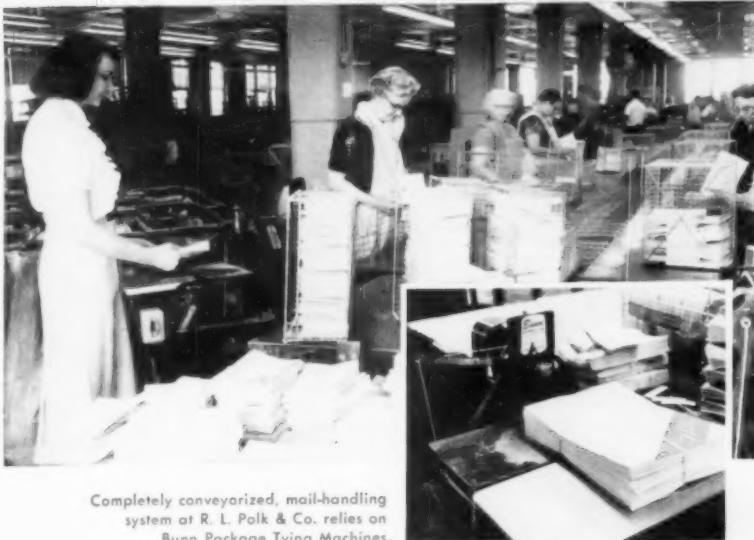
**□ 4,000 TO 5,400 ENVELOPES PER HOUR** can be addressed on this new spirit machine, according to Duplicard Addressing Machines Co., the manufacturer. 3" x 5" Duplicards, processed on a 12" strip provide impressions in either black or purple. The addresser will



handle mailing pieces narrow as 3" and short as 5". Maximum addressing position has a range from 7" to 11"; and machine will take thickness up to 40 pages, depending upon model. You can get more information and prices by writing to Duplicard Addressing Machines at 1010 E. Chestnut St., Santa Ana, Calif.

**□ THAT PAINT COMPANY** which offers small lots of "highest quality paint in a warehouse near you" is still at it... in spite of a Federal Trade Commission order to cease and desist and a \$4,000 fine. Better Business Bureaus are trying to stop the racket. Paint is not high quality... it is made from materials salvaged from excess spray resulting from painting of metal products. If any of you receive such an offer... send it either to FTC or your local BBB.

**□ PLANNED CIRCULATION**, Mailing list consultants, has just published a new booklet, *The Function of Mailing Lists in Direct Mail Advertising*. Written by PC president Mary Bertha McGuire, this is #1 of a series which will deal with current mailing list problems and procedures. Other booklets to follow will include *How to Find the Buying Power List for Your Product* by David Margulies, Damar Products; *List Testing* by Harry Hites, Jr., Kiplinger Washington Editors; *House Lists—Your Greatest Asset* by Ellsworth S. Howell, The Grolier Society; *The List Broker—A Mailers*



Completely conveyorized, mail-handling system at R. L. Polk & Co. relies on Bunn Package Tying Machines.

## Machine-tying beats hand-tying **10 to 1**

Bunn automatic tying "keeps mail on the move" for R. L. Polk\*... handles up to 1,500,000 units a day!

"With a mailing volume like ours," says Mr. M. K. Buda, Manager of Direct Mail Production for R. L. Polk's busy Detroit office, "hand methods are costly. When it comes to tying, we rely fully on the Bunn Tying Machine."

"Yes," says Mr. Buda, "Bunn automatic tying has been saving us time and money since 1933. In all, we now use 26 Bunn Machines."

Mail-handling specialists since 1870, R. L. Polk & Co. know whereof they speak. Whether your volume is in the hundreds or hundred-thousands, Bunn automatic tying can streamline your mailing operations.

**Ties anything.** And mail is just part of the story. Packages, magazines, boxes, bundles: yes, literally *anything* you now tie by hand can be tied neater, better and faster on a versatile Bunn Machine.

**Operation is simple, positive.** You just position the object to be tied, then step on a trip. Automatically, you get a precision tie... in 1½ seconds or less. Faster than hand-tying? About 10 times. And the Bunn knot saves on twine, too.

**Send today** for full data on how Bunn automatic tying can cut costs for you. Use the handy coupon below.

\*Internationally famous direct mail organization



# BUNN

PACKAGE  
TYING  
MACHINES  
Since 1907

**B. H. BUNN CO.,** 7605 Vincennes Ave., Dept. RD-29, Chicago 20, Ill.  
Export Department: 10406 South Western Ave., Chicago 43, Ill.

**MAIL COUPON NOW FOR MORE FACTS**

**B. H. BUNN CO.,** Dept. RD-29

7605 Vincennes Ave., Chicago 20, Ill.

Please send me a copy of your free booklet.  
 Please have a Bunn Tying Engineer contact me.

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

**GET THE  
WHOLE STORY**  
Send today for  
this fact-packed  
booklet, which  
illustrates the  
many advantages  
of Bunn Tying  
Machines.  
Or let a Bunn  
Tying Engineer  
show you.  
No obligation.

get the  
professional  
approach  
... to your

## DIRECT MAIL



For a FREE roster of members  
of MASA, the professional  
creators and producers of  
BETTER direct mail, write to:

mail advertising  
service association

INTERNATIONAL  
18120 James Couzens Hwy.  
Detroit 35, Michigan

## EXECUTIVE LIST

Write for information—Ask for List No. 2

**ROSKAM** POST OFFICE BOX 855  
KANSAS CITY 41, MO.

## Farmer's Names

Write for information—Ask for List No. 3

**ROSKAM** POST OFFICE BOX 855  
KANSAS CITY 41, MO.

## MAIL ORDER LISTS

Write for information—Ask for List No. 5

**ROSKAM** POST OFFICE BOX 855  
KANSAS CITY 41, MO.

## PREMIUM LISTS

Write for information—Ask for List No. 4

**ROSKAM** POST OFFICE BOX 855  
KANSAS CITY 41, MO.

### WANTED

Flexowriter Model FG-80, 6  
Channel, good condition, write

**ROSKAM** POST OFFICE BOX 855  
KANSAS CITY 41, MO.

Point of View by Lucian W. Burnett, Curtis Circulation Company; The List Broker—A List Owner's Point of View by Boyce Morgan, Boyce Morgan Asso. The entire series, edited by Mitchell Gresner, American Institute of CPAs will be distributed free of charge to list owners and users of direct mail. Write Planned Circulation, 19 West 44th Street, New York 36, N. Y. for the series.

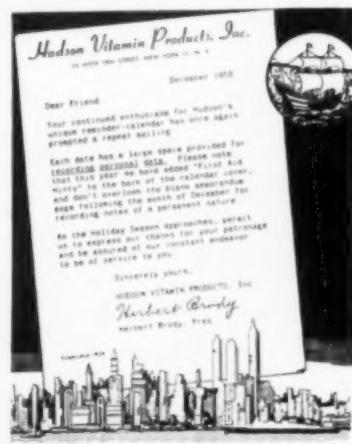
Reynolds Metals Co. to introduce aluminum roof shingles and house siding. "House of Ease" homes are being built in 160 cities as a result of projects begun in six test-market cities last year. Reynolds described the results and acceptance of "House of Ease" test projects in a beautifully designed booklet mailed to builders throughout the nation. Continuing promotion this year will be the largest ever undertaken by a single manufacturer in the home building field. Reynolds alone will invest more than \$2.5 million to promote and merchandise the aluminum "Home of Ease."

**CAMPBELL-EWALD COMPANY** opened their offices in the General Motors Building, Detroit, to scores of print and broadcast executives last month. The ad agency invited them to visit their offices during a well-promoted C-E "Media Week." Clever space and direct mail invitations produced a steady parade of visitors to the C-E shop. And the agency topped off the week by mailing a booklet to all visitors . . . reviewing their C-E tour. It showed the agency's many activities . . . describing the firm as a "marketing center."

**NATIONAL ADVERTISING WEEK** will get an important kick-off on Feb. 9, with a reception for government leaders at the Sheraton-Park Hotel in Washington, D. C. Officials of 129 advertising clubs participating in the week-long event will be hosts at the opening reception for Senators, Congressmen and various government bureaus. Following the kick-off, advertising clubs, associations and industry leaders will devote the week to portraying the vital role advertising plays in our economy.

**FRIENDS OF GIL & GLAD SPENCER** (Gilliam Service, Inc. 470 Stuart St., Boston, Mass.) got to share the lettershop couple's recent trip around the world. Friends received a colorful tea towel made in Ireland and mailed by Gil & Glad as they stopped in different ports on the way. With the towel was an illustrated card (printed in Boston before they left) reading "Around the world in 140 days . . . the Spencer way!"

**DIRECT MAIL IN 1959** will play an even greater role in consumer marketing, according to Randall P. McIntyre, vice-president of O. E. McIntyre, Inc. of Westbury, L. I. In a year-end statement for 1958, he said the medium is "taking on increased importance in consumer marketing programs because of the need for specific results from advertising." He cited



and Brown & Bigelow's syndicated edition featuring Constance Bannister baby photos with hilarious business captions. And Hudson Drug Co. of New York, announced additions to their calendar this year . . . in a unique cover letter printed right on the 6"x9" mailing envelope. The envelope letter looks like a good way to cut costs, yet still include a cordial cover letter.

**THE "HOUSE OF EASE"** will be one of the biggest building promotions of 1959. Launched by the National Assn. of Home Builders Convention in Chicago last month, the program is designed by

*New—* complete line of Business Papers for  
all kinds of office printing and duplicating



Here are the papers  
that comprise the  
MACKINAC line . . .

- MACKINAC BOND
- MACKINAC DUPLICATOR
- MACKINAC MANIFOLD
- MACKINAC Mimeo
- MACKINAC OFFSET
- MACKINAC OPAQUE

The fine modern papers in the MACKINAC line are specially finished to work fast and accurately on high speed office printing and duplicating machines.

MACKINAC high quality papers are made from 100% bleached chemical wood pulp only and have surfaces specifically prepared to insure cleaner, sharper, clearer impressions.

MACKINAC BUSINESS PAPERS are precision cut at the mill to 8½ x 11" and 8½ x 14". Mill conditioned and packaged in moisture proof wrapper, each of these papers is available in brilliant White and six bright colors.

Sold by authorized distributors.

**FLETCHER PAPER COMPANY**

20 NORTH WACKER • CHICAGO 6, ILLINOIS

Mill at ALPENA, MICHIGAN



Before you  
make your  
next mailing  
... CHOOSE  
FROM THE  
**1/4 BILLION**

## MAIL ORDER BUYERS INQUIRIES and PROSPECTS

For an immense fund of data and MOSELY custom-prepared LIST RECOMMENDATIONS, simply send us in confidence a detailed letter about your list problems along with sample mailing pieces, ads, etc. NO COST OR OBLIGATION. Write:

*Moseley*

MAIL ORDER  
LIST SERVICE, Inc.

MAIL ORDER LIST HEADQUARTERS

Dept. R-61

38 Newbury St., Boston 16, Mass.  
Charter Member National Council  
of Mailing List Brokers

## HAS YOUR TREASURER TOLD YOU?

If your company secures large numbers of orders, inquiries, sales prospects, coupons, premium requests or other names — you're sitting on a handsome source of extra revenue.

Our accounts — the leading national magazines, book and record clubs, financial advisory services, credit clubs and mail order firms are constantly seeking new mailing lists. They will pay well for the privilege of renting (not buying) names.

If you have more than 15,000 names investigate the royalty income. Write on your company letterhead stating how your lists were acquired. In return, you will receive by mail, a brochure and specific information. No obligation. No one will call.

## Lewis Kleid Company

25 West 45 Street  
New York 36, N. Y.

diversification in direct mail marketing by McIntyre accounts such as Bankers Life Co., Ford Motors, Readers Digest, Colgate Palmolive-Lever Brothers and others . . . and the fact that McIntyre mailed approximately 235 million selective letters last year.



□ **BOSTON'S DIRECT MAIL DAY**, January 13th, drew the largest crowd in seven years. 438 people filled the ballroom of the Statler Hilton to hear John Caples, vice president of Batten, Barton, Durstine & Osborn tell "How to Make Direct Mail Ads Pay." Paul Butterworth of United Business Service served as Direct Mail Day chairman; and Nathan Weinstock, president of the Mail Selling Club of Boston presented the second annual Carleton W. Richardson Memorial Award to Mr. Caples. The DMAA "Leaders" exhibit was another popular DM Day feature. And the Boston Chapter of MASA was exhibit host. The big day in the Hub, sponsored by the Advertising Club of Boston, was one of the highlights of Printing & Publishing Week in New England.



□ **TREASURE CHEST LUCKY KEY PROMOTIONS** are becoming popular again in retail stores. The Guild of Englewood Merchants in N. J. (see Sept., '58 Reporter) was one group recently using the stunt with tremendous success. A locked treasure chest containing a prize is placed in the store. Keys are mailed or hand-distributed to prospects, with an invitation to come in and try to open the chest for the prize. One key does it. Some retailers have reported up to 50% of the keys in their promotion were brought into the store. Republic Co., a supplier of the Treasure Chest and keys, has published a complete guide to running the promotion. You can get a copy by writing to them at 75 W. Van Buren St., Chi. 5, Ill.



□ **ONE PUBLICATION HAS ACTUALLY GROWN ON CANCELLATIONS!** It's **Grit**, the small-town weekly that goes to 16,000 small towns throughout America. **Grit** has had success with advertising promotion which spells out copy by using actual postal cancellations from the small towns with **Grit** readers. "So as far as we know," said a recent sales letter from the Williamsport, Pa. weekly, "we are the only publication that has ever grown and thrived upon bona fide cancellations!"



□ **THE CHALLENGE CUPS COMPETITIONS**, England's equivalent of DMAA's Best Direct Mail Contest, is adding a novel feature this year. For the

first time, the British Direct Mail Advertising Assn. is inviting entries from newcomers in the direct mail field. Firms and individuals interested in, or just beginning to use the medium in a small way will enter in a special category. This also includes advertising students. Winners in this novice class will be on display with the other winners at the Awards Luncheon in London in March. BDMAA secretary Laurence Springett and the Cups Committee have a good idea . . . should encourage more entries.



□ **COMBINING SALES POINTS WITH USEFUL HIGHWAY INFORMATION** created excellent results for a folder published by Murphy & Miller, Inc. of Chicago. Promoting the convenient locations of "Chicagoland's most complete air conditioning, sheet metal and refrigeration sales and service," the M&M folder presented a complete guide to the Illinois Tollway and its interchanges. The firm's selling copy inside was emphasized by an aerial photo of Chicago's industrial center . . . showing M&M's "central location and accessibility from all points." The local travel guide has become a popular promotion. "We've had hundreds of requests for it," says Murphy & Miller, Inc.'s B. A. Stieper.



□ **MACKINAC "JOB-READY" PAPERS** is a new line of stock introduced by Fletcher Paper Co. Manufactured from 100% bleached chemical wood pulp, the line covers nearly every process in office use . . . offset stencil duplicating, spirit or gelatin. All six stocks in

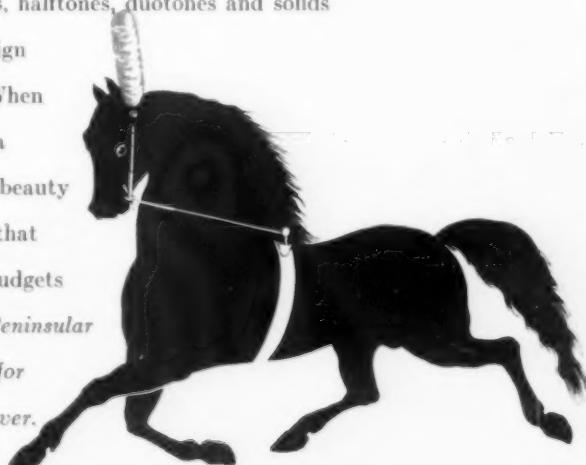


the Mackinac line are job-designed and tested for inking and drying results. Mackinac Bond, Duplicator, Manifold, Mimeo, Offset and Opaque are available in white and six bright colors. You can get samples and prices from any Fletcher merchant, or direct from the manufacturer at 20 N. Wacker Dr., Chicago, Ill. •



# Elegance

...WITH ECONOMY! Yes, the two virtues are compatible, and they meet in peaks of perfection in Peninsular Tuscan Cover. The warm beauty of Tuscan's antique finish lends richness to catalogs, brochures, menus and direct mail, while the long-fibres combined with beater and surface sizing provide unusual printability. *Notice too,* the printing versatility as expressed in the lines, halftones, duotones and solids of this design example. When you want a sheet with beauty at a price that fits most budgets ask your Peninsular Merchant for Tuscan Cover.



PENINSULAR PAPER COMPANY • YPSILANTI, MICHIGAN

TUSCAN COVER • ECONOMY COVER • ORKID COVER  
• DUPLEX COVER • BERMUDA DUPLEX • ZAMORA  
COVER • PAB COVER • TWIN TONE COVER • WOLVERINE  
COVER • ANGELO TEXT • SNOWEAVE COVER AND TEXT



This message is printed on NEW SNOW WHITE TUSCAN COVER, 65 lb. basis. TUSCAN is stocked 23 x 35 and 26 x 40 in 11 colors plus two whites, in 50 lb., 65 lb. and 130 lb. double thick. Both whites are also available in 80 lb.



# '59 DMAA Convention

## Montreal - Sept. 13-16

*Communication: l'art d'énoncer clairement ses idées \**

### D.M.A.A. EXECUTIVE LAUDS FACILITIES, ENDORSES THEME AND PROGRAM FOR SEPTEMBER CONVENTION

A provocative and penetrating program studded with semantics, case histories, Canadian market data, panel presentations, and other Direct Mail lore will be the lot of delegates to DMAA's 42nd Convention this September in Montreal. So reports DMAA's Executive Committee after a flying visit to the Queen Elizabeth Hotel, on January 16th. There, they inspected facilities and heard a progress report from Steering Chairman, Douglas Mahoney. With 7 months to go, reservations are already rolling in and the entire program only a few days away from final form.

#### Communications Theme

This year the program accents Direct Mail's role in the overall Communication sphere. It will probe into the art and science of Communication with emphasis on advertising by mail,—communication's first selective arm. There'll be fodder here for the neophyte as well as the seasoned pro. Material and thought on industrial, mail order, lists,—the broad spectrum.

#### Facilities Superb at Q.E.

Smack in the middle of charming, bilingual Montreal rises the 20-story Queen Elizabeth Hotel. Designed with conventions in mind, this year-old structure boasts the extras conventioneers have clamored for. Said Board Chairman, Colin Campbell, "I've never seen anything that compares to this layout anywhere. Delegates and exhibitors will be delighted." For at the Queen Elizabeth, all convention activities take place on one spacious floor. All meetings, luncheons, dinners, exhibits,—everything in a well organized grouping and fully air-conditioned. Most meeting rooms have soundproof foldaway side walls to provide almost unlimited flexibility in arrangements.

There are no delays with elevators or tie-ups at the switchboard. All rooms have dial-out phones and code numbers for services. Several restaurants and cocktail bars in a range of charming atmospheres abound within the walls. The cuisine and wine cellars are administered with a fine French hand.

#### On Canadian Market

In response to many requests, the program will offer a good deal on the Canadian Market. How to Approach the French Market. Data on Canadian publications, lists, post office, customs, attitudes, etc. will be available in scheduled sessions. Delegates not interested in this market will have other concurrent sessions to choose from.

#### Customs No Problem

Canada's undefended border will pose no problem to delegates or exhibitors. Ordinary identification will get one in and out with no delay or other red tape. There are limits on tobacco and liquor both ways, but little else. The full story on customs will reach you next month in this space and by mail.

#### Other Details Follow

More specific information on program, sights, wives' entertainment, and Montreal delights will grace these pages over succeeding months. But don't put off sending in your room reservations to the Queen Elizabeth now. You'll avoid disappointment.

Write:—Queen Elizabeth Hotel, Montreal, Canada, and book from Sept. 13 to 16. Room rates compare with those of any other first class hotel in the U.S. or Canada.

A progress report on the 1959 DMAA CONVENTION, QUEEN ELIZABETH HOTEL, MONTREAL, CANADA — SEPT. 13-16.



\* How to get through to people



# THE FRIDEN JUSTOWRITER

sets justified composition from tape  
for ALL offset duplicating machines



With the Justowriter, automatic tape-operated composing machine, all printing on offset duplicators in your office can be professional looking, with justified margins, accurate, easy to read . . . at a substantial saving in cost over typewriter or hot metal composition. Any printing or duplicating job, large or small . . . can be set on direct image plates or reproduction proof paper from the Justowriter's punched paper tape.

One keyboarding on the Justowriter Recorder produces a visible copy and a punched tape. This tape operates the Justowriter Reproducer to set sharp, justified proofs automatically at 100 words per minute. Author's alterations or corrections are easily made by making a tape from a tape . . . automatically. Fourteen different type styles are available in sizes from 8 to 14 point.

WRITE TODAY on your business letterhead for additional information on the justifying type-composing Justowriter -- a basic Tape-Talk machine in the "new world for business" created by Friden.

**FRIDEN, INC., San Leandro, California**

THE ABOVE COPY WAS SET ON THE JUSTOWRITER IN 10 POINT GALVIN TYPE

Use Justowriter composition for  
**BOOKLETS**  
**MANUALS**  
**CATALOGS**  
**NEWSPAPERS**  
**DIRECTORIES**  
**HOUSE ORGANS**  
**LITERATURE**  
**BULLETINS**  
**PRICE LISTS**  
**DIRECT MAIL**





*During the past few years this business-financial publication has doubled its circulation . . . 90% of which is sold and maintained by mail. Editorial vitality, consistent testing and a personal direct mail relationship with readers are all part of . . .*

## THE FORBES MAGAZINE STORY

by Richard E. Kline, Direct Mail Manager  
Forbes Magazine, New York, N. Y.

**F**ORBES ISN'T A NEWS MAGAZINE. But it does seem to know where the big news is going to hit, and prepares its readers with valuable business background material.

Editorial bull's-eyes are contributing to the vitality of our direct mail results. Another factor to our growth is the industrial expansion which has taken place since World War II. This in turn has meant an ever widening market of executives.

### Returns And Circulation Doubled

Another sure indication of our widening market is that the average age of our readership is declining . . . we're reaching *younger* executives. These and other factors account for the fact that our returns in October, November and December were *more than double* what they were a year ago (and we weren't unhappy with results then).

In the many years I've been with *Forbes* I've never seen such direct mail response. We've cut back on our mailings but subscriptions are still pouring in. We're not proud of this, because it means delayed service to subscribers. At one point late this fall we had a backlog of unfilled subscriptions that was greater than the entire circulation of a well-known financial magazine!

From 1950 to 1957, while magazines in general showed a circulation gain of 23%, *Forbes* circulation shot up from 101,000 to 255,000—a gain of 153%! In the last four years alone *Forbes* circulation has doubled. I estimate we will deliver more than 280,000 circulation with the January 1 issue. All this growth in the face of a 25% subscription price increase in 1952, followed by a 20% price increase in 1956. (And . . . we are now testing another price increase.)

Our circulation growth has been achieved without use of a single short term or cut price offer! The introductory offer on *Forbes* is still a full year at the regular price.

B. C. Forbes saw the plight of the small investor back in 1917 when he started the magazine to impart economic education and background information to businessmen and investors. Direct mail was, of course, the media used to introduce the new magazine.

Direct mail is just as highly regarded today by Bruce Forbes, president, and Malcolm Forbes, publisher. In fact, everyone at *Forbes* from the president down to the office boy is *conscious* of direct mail. If the morning mail bags are bulging, everyone smiles except Frank Bergin, our fulfillment manager. If they're light, worried expressions appear. This concern about direct mail is certainly understandable when you consider the role that direct mail plays in the *Forbes* Story:

90% of *Forbes* circulation is produced by mail . . . by far the greatest percentage in the management magazine field.

Direct mail plays a vital role in getting trial subscriptions and conversions to our fast-growing weekly financial service, Investors Advisory Institute. *Forbes* Financial Manuals are sold exclusively by mail. The *Forbes* Special Situation Survey depends entirely on direct mail for its clientele. The *Forbes* Securities Management division uses direct mail to secure prospects for its personal management service. And the *Forbes* Marketing Research division was launched two years ago with an impressive

direct mail announcement prepared by our advertising agency, Albert Frank-Guenther Law.

### Three Important Objectives

George Casey, with a varied direct mail background with McGraw Hill, Business Reports and Prentice Hall, is our direct mail sales manager. He heads our creative department, while Howard Magill heads our list research. And every piece of promotion material gets the benefit of Bruce Forbes' astute and critical business eye.

While our overall objective in direct mail is to introduce *Forbes* to the right kind of readers, and if possible to secure new subscribers on as economical a basis as possible, we constantly keep these three important objectives in mind:

1. To make our direct mail letters and packages interesting and provocative so they will be read and remembered whether we land a subscriber or not.
2. To make our direct mail messages newsy and informative so they will prove enlightening.
3. To create a favorable image of the *Forbes* organization so that even those who see our direct mail but do not subscribe, will gain a good impression and remain good prospects.

Since we mail 52 weeks a year and must direct our message at a highly selective audience of *investment minded executives*, we do not concentrate on a single sales letter. Instead

**Reporter's Note:** Since its beginning in 1917, *Forbes* magazine has been "direct mail conscious" in everything they do. With even more "consciousness" in recent years, the magazine has been riding high a wave of new stock interest created by a vast market of younger executives. *Forbes* circulation has doubled . . . without any price cuts. And they are holding it . . . with a low-pressure renewal series building a personal relationship between *Forbes* and its readers. The story of *Forbes* growth was told to New York's Hundred Million Club on January 8 by direct mail manager Richard Kline. His first major speech . . . and a good one. The digested version here is peppered with sound subscription policies we wish more magazines would adopt.

we alternate between six different sales letters. We find this enables us to mail with *success* to the same outside lists as often as three or four times a year . . . and to expiration lists at least six times a year!

#### Diversified Copy Appeals

In one letter we offer a study on growth stocks. Not just growth stocks . . . but either "Growth Stocks for Your Retirement" or "Growth Stocks to Build Your Family Fortune." I'm sure that if we were to feature income stocks in a letter it would be "Stocks for Your *Second* Income." Another

letter offers our annual study rating Mutual Funds with a headline: "The Truth About 201 Mutual Funds from Your Point of View—Not the Mutual Fund Salesman's."

Our offer of the *Annual Report on American Industry*, rating the performance record of 200 major corporations, is headed: "Is Your Money in Strong or Weak Hands?" When we aim directly at executives we use a heading: "What Makes One Man Worth \$10,000 and Another \$100,000 a Year?"

All of the studies offered in these letters are merely reprints of material

that has appeared in *Forbes*. Our policy is never to offer new subscribers anything that our regular subscribers haven't already received.

#### Personal Approach Pays

Although our circulation has grown tremendously in the past few years we still strive to maintain the *personal relationship* with subscribers we enjoyed when we were much smaller. Perhaps this accounts for the unusual responsiveness of the *Forbes* audience.

Every subscription we receive is acknowledged with a warm, friendly

*Continued on page 42*



#### Renewal letters like these . . .

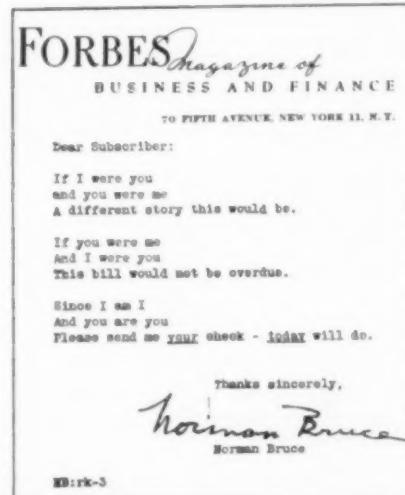
#### ... Bring many answers

"Just received your friendly reminder in regard to my subscription . . . and want you to know "Mac" that I got a terrific kick out of the candle. We are just a small company with probably 15 or 20 thousand accounts on our books, and I wonder if you would mind if we used part of this letter. . . . We have to jog people's memories sometimes to pay their bills, and your letter is the best I have ever seen."—E. J.

"May I compliment you on your new idea toward selling your magazine. I received *Forbes* all during my last year in college, and after the second issue I had made my decision to subscribe.

## THE "PERSONAL RELATIONSHIP" BETWEEN FORBES MAGAZINE AND ITS READERS . . .

In addition to a high percentage of cash orders, *Forbes* renewal letters bring interesting answers from many subscribers.



"Y' wrote t' me,  
An, wrote, An, wrote,  
But I ignored ye every note.

"Y' see I aint got nary a penny  
'Cept real estate galore,  
What pays the bank an, pays the town,  
But bleeds me t' the core.

"I ha'e a wee bit family biz,  
What pays m' bread n' pread,  
But won't pay off a dividend,  
Til a'ter I am dead.

"Now *Forbes* is tops for guys w' dough,  
An' them as wants some, too,  
But me, I'll pay for what I got,  
Til then, I'll say adieu."—D. B.

**Going Up!: The Acceptance, Service and Economy of operatorless elevators**

## **OTIS ELEVATOR EDUCATIONAL CAMPAIGN RAISES A \$10 MILLION SALES POTENTIAL!**

**S**ELLING a new operatorless elevator system to a building owner is a pretty formidable task. To sell a system this costly and complicated, a thorough job of impressing and educating the prospect must be done. Certainly, no building owner will convert his present system of elevators without a strong, logical argument for doing so.

To present this argument for conversion to operatorless elevators, Otis Elevator Company, 200 Eleventh Avenue, New York, chose a powerful program of direct mail. With a mailing list of 1,240 prime modernization prospects selected by their zone managers, Otis advertising manager Howard Gotthardt and his assistant Jim Marsden planned to hit hard with an unusual educational campaign.

### **Three Themes, Four Mailings**

Working with Otis art directors Gerald Brian Doe and Sam Wasserman, vice president of Hickey Murphy Div. of James Gray, Inc., Otis' direct mail agency in New York, Gotthardt and Marsden developed a campaign based on three primary themes: *Acceptance, Service and Economy*.

Four major mailings, with follow-ups, were created to attract attention, create interest and stimulate thinking about Otis operatorless elevators. Realizing that "impact" alone was not enough, each of the first three major pieces was supplemented by a follow-up mailing of "facts and figures." The follow-up pieces covered Autotronic elevators, modernization, buildings that had recently been modernized and detailed operating costs. With this material, a building owner could easily evaluate his own elevator operation and determine exactly how Otis Autotronic elevators could benefit him.

The seven part campaign conceived by the Otis advertising department and Hickey Murphy was mailed between April 15 and June 15, 1958.

This schedule was arranged to concentrate the maximum amount of factual information in a minimum amount of time . . . while still giving the prospect enough time to read and digest all of the material.

Produced at a cost of under \$20,000, the overall campaign consisted of the pieces illustrated here. All of the four key mailings were given an off-beat treatment to dramatize *Acceptance, Service and Economy*. And each was accompanied by a fully personalized letter.

### **\$10 Million Potential**

Naturally, Otis did not expect to close any actual sales by direct mail. But the program did succeed in stimulating a tremendous amount of sales interest in operatorless elevating:

A direct result of the campaign was that requests for installation surveys by Otis representatives were received

from 34 prospects . . . amounting to a total of \$4,000,000 in potential business.

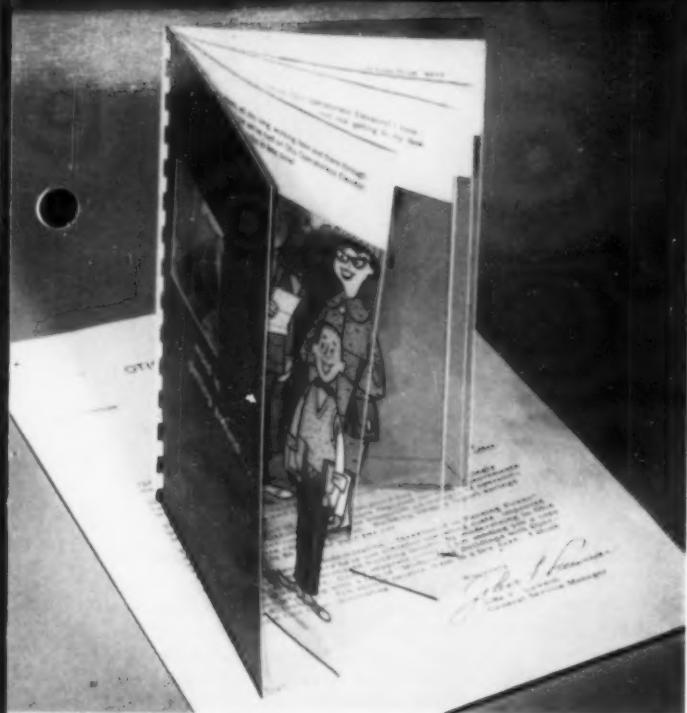
Thirty-eight more prospects wrote to say that they had applied to their regional Otis office for a survey. These respondents account for another \$6,000,000 worth of potential business.

Beyond the obviously interested prospects the campaign helped develop, a favorable written response was received from more than 12% of the list. These people not only called and wrote local offices to comment on the mailings, but also wrote numerous complimentary letters to the General Service Manager.

With over \$10 million worth of potential orders stirred up, and hundreds of prospects educated in operatorless equipment, this dramatic and effective campaign will *really* elevate Otis sales! ●

**SERVICE** was demonstrated with an elevator "timer," enabling the prospect to observe and grade his present elevator facility. A descriptive booklet on Autotronic elevating was mailed as a follow-up.





**ACCEPTANCE** was dramatized in a booklet printed on acetate, simulating the interior of an Autotronic elevator. Various happy people in the elevator gave their reasons for liking it. Following this mailing were two other factual booklets based on the acceptance theme: "Elevator Modernization" and "List of Modernized Buildings With Operatorless Elevators."



**ECONOMY** was the keynote of this major mailing, featuring a 5¢ cigar. A follow-up mailing then gave a "Comparative Report on Elevator Costs."

**SUMMARY** (the Otis grand finale mailing) was an attention-getting electric Question and Answer game. Boxed questions, with correct answers which lighted up, covered all areas of Autotronic elevating. Also included was a brief facts and figures booklet, and a memo inviting the prospect to direct specific questions to his Otis representative.



November 4, 1950

Gentlemen:

We would like to invite you to visit the touring MOBILE TESTING LABORATORY while it is in your area.

The  
TESTING

MOBILE TESTING LABORATORY  
ASSESSMENT AND DETERMINATION

*The building boom has created a booming market for engineering testing equipment. This manufacturer sells it by keeping in constant touch with customers, prospects and sales reps, the world over. And at home, a moving, "mountain-to-Mohammad" product demonstration illustrates . . .*



## HOW CONSISTENT "CONTACT" SELLS FOR SOILTEST, INC.

ENGINEERING TESTING today is a vital part of construction projects. Engineers and scientists improve construction quality the world over by testing soils, concrete, asphalt, gravel and other components at the job location.

One of the leading manufacturers of equipment for making such construction project analysis is Soiltest, Inc.

With main headquarters at 4711 W. North Avenue, Chicago and a branch office at 60 E. 42nd Street in New York, Soiltest operates in a highly specialized sales field. They also operate with highly specialized direct mail activity which has built a solid foundation for international sales success.

Soiltest, Inc. was organized 12 years ago by Theodore Van Zelst, a consultant engineer specializing in the testing field. "Specializing" was right . . . because each piece of equipment used by Van Zelst had to be individually designed and made one piece at a time. The engineer soon found a demand for his tailor-made testing apparatus, so he decided to go into manufacturing.

### Consistent "Contact"

Today, Soiltest equipment is sold in more than 100 different countries, 90 of which have Soiltest representatives. A great deal of the firm's 12-year sales expansion has come from the manufacturer-engineer's consistent use of what he calls "contact

"It is a rather impossible task," says president Van Zelst, "to be in direct personal contact without representatives and customers when we're operating over such a wide area. So we are in almost daily contact with all of our representatives through the use of the mail . . . and we are in contact with our customers around

the world at least once every three weeks."

Over the years, the company has compiled a select customer-prospect list of about 40,000 names. On it are important equipment specifiers and buyers for commercial laboratories, contractors, highway and road departments, municipalities, government organizations, concrete and asphalt producers, etc. (These names are so important to Soiltest that when not in use the list is kept under lock and key at president Van Zelst's home.)

Regular mailings have kept Soiltest's basic list up-to-date. And, the firm periodically goes after new market groups in cities of 50,000 or more population. Using different rented lists, returns from inquiry mailings to new prospects adds to the basic list.

### A Whirlwind Five Month Tour

Soiltest also has added plenty of promotion excitement to their basic mail-contact marketing plan. One of their biggest and most successful events was a recent 15,000 mile tour of the Soiltest Mobile Testing Laboratory.

Fully-equipped truck and trailer laboratories are Soiltest's big bread and butter products. They are used in rugged terrain, where distances are great between construction sites, where mobility makes it possible for faster accurate testing.

Trailer mobility also made it possible for Soiltest to give active product demonstrations to a wide range of prospects. On August 1, 1958, the firm launched a whirlwind tour of Soiltest's \$15,000 laboratory-on-wheels. For five months it visited major U. S. and Canadian cities . . . showing highway officials, contractors, engineers, students, etc. 135 pieces of equipment performing 30

different tests on soils and concrete.

While even home owners viewed the 25 ft. lab, the big show was not just "put on the road." In every city, each demonstration was well promoted in advance for maximum beneficial exposure. As president Van Zelst explains it:

"We used direct mail to set up almost every phase of this campaign.

"We made First Class mailings of invitations to every type of group we felt would be interested in viewing the Mobile Laboratory. Besides engineers and testing laboratories who would be directly concerned, we also directed our campaign to political groups who normally control appropriations for this type of equipment . . . architects, bankers, real estate developers and similar groups."

In addition to pinpointed invitation letters to specific prospect groups (samples of which are shown on these pages), Soiltest's tour promotion also included direct mail contact to radio and TV stations, newspapers and trade publications. Practically every city gave radio announcements of the laboratory's visit. In many cities, television stations covered the lab on news broadcasts, showing actual tests being performed. (Ten TV news spots were seen on the west coast alone.) Newspapers and trade magazines also gave the Mobile Lab extensive coverage.

And Soiltest themselves reported the timely event with special photo supplements to their regular newsletter, *The Testing World*. Four issues of the pictorial report covering the tour in major areas were also used as special mailings, as well as handouts at conventions.

The tour itself was not without incident . . . including one which

## Gentlemen:

We would like to invite you to visit the touring MOBILE TESTING LABORATORY while it is in your area.

The Mobile Laboratory is 25 feet long inside, completely air conditioned, has a heating system, electric generator, running water, a lavatory, air compressor and its own lighting and electrical system. It has a total of 135 pieces of testing equipment in it and some 30 different tests can be performed on soils, concrete and asphalt.

The trailer laboratory-on-wheels is on tour of the United States enabling state and county highway departments, governmental engineers, consulting engineers, architects, contractors, ready-mix concrete producers, asphalt batch plant operators and engineering students to examine the latest engineering testing equipment. The lab will be at the following locations:

Monday November 10 9:00 AM to 5:00 PM **TOLEDO**, Ohio - University of Toledo, parking area in front of Civil Engineering Building on Campus Drive, two blocks south of West Bancroft Street

Tuesday November 11 9:00 AM to 5:00 PM **DETROIT**, Michigan - Wayne State University on Putnam Avenue, between 2nd and 3rd, in front of the Engineering Building.

Wednesday November 12 10:00 AM to 5:00 PM **ANN ARBOR**, Michigan - University of Michigan parking lot on Church Street, just north of East Engineering Building.

Thursday November 13 9:00 AM to 4:30 PM **EAST LANSING**, Michigan - Michigan State University, parking area in front of Olds Hall at center of Campus.

Friday November 14 9:00 AM to 4:30 PM **NOTRE DAME**, Indiana - Notre Dame University, South Campus, in driveway at east entrance to the Engineering Building.

We look forward to seeing you at one of the above stops.

Very truly yours,  
SOILTEST, Inc.

The largest segment of prospects invited to visit the touring Mobile Lab came from Soiltest's own basic list, who received letters like this one. Soiltest also invited prospects from specific engineer groups and associations. Letters went to Association of General Contractors members, etc. State highway and other important officials in each area of the country were also invited. Letters about the lab's West Coast tour in 13 California cities was sent to highway officials listed in California's official roster, etc. Direct mail speed and flexibility played an important part in announcing unavoidable last minute changes in the tour schedule.

demonstrated Soiltest's "show must go on" spirit, and direct mail's speed and flexibility.

The original \$15,000 trailer lab that started from Chicago on August 1 was involved in a bad accident in Texas and completely destroyed. But within five working days, Soiltest manufactured a new fully-equipped trailer, and rushed explanation letters to prospective visitors in the next cities on the schedule. Production and promotion speed held the tour's delay to only a few days, with no noticeable loss in attendance.

Direct mail speed and flexibility played an important part, too, in announcing last minute changes in the location site for the lab in several cities.

#### Demonstration Turns Prospects Into Customers

How many prospects visited the Mobile Lab? Soiltest men touring with the trailer reported that product demonstrations were given to a total of more than 6,000 people . . . at the rate of 50 to 350 visitors per day. Each of these prospects received Soiltest's new 16-page illustrated Mobile Lab catalog, along with a short note thanking them for their visit.

Vice president Thomas McNeil, Soiltest's eastern manager and public

relations director, accompanied the tour for several weeks to check people's reaction to it. He says everywhere he went, people told him it was "one of the best things ever done in the construction field."

"This direct mail-promoted event produced active buyers whose product purchases will be far greater than the tour's cost," reports vice president McNeil. "We've also stimulated new prospects, and created a good public relations impression we'll be measuring for some time to come."

Market measurement is an important part of Soiltest's overall direct mail activity. "Finding out what the market will be buying, and playing the percentage of inquiries all the time, is the basis of our direct mail program," explains McNeil.

In one recent survey mailing, for example, Soiltest took 1,400 names from their prime customer list covering three states on the west coast. These customers were sent a business reply card with a simple memo asking what equipment they would like to see stocked, in what cities. The mailing pulled a 10% return . . . which will guide Soiltest's immediate west coast marketing plans.

While Soiltest's continuing use of direct mail is part of a whole promotion program including other media,



In addition to advance direct mail promotion to radio, TV stations, newspapers and trade magazines, Soiltest published four pictorial supplements to their regular newsletter, *The Testing World*. Covering the tour in each major area of the country, these supplements were also used as special mailings and convention give-aways.

As a result of the direct mail campaign, more than 6,000 prospects visited the Mobile Lab, at a rate of 50 to 350 per day. Each visitor received a copy of this new and complete 16-page Soiltest catalog, as well as a letter thanking him for his visit.

management puts the emphasis on regular postal contact. Says McNeil:

"We spend most of our money on direct mail because we know and can measure the reaction to it."

"We've just completed some recent figuring on our overall promotion program in this direction. There's no doubt about it that the 3,000,000 pieces of mail we've used so far have been instrumental in building our company."

And while Soiltest's regular contact mailings continue to expand, the need for engineering testing becomes greater and greater. The Federal Highway program alone calls for some 39,000 miles of major roads to be built in the next decade. The need for soil studies of highway sites and materials will be tremendous.

Soiltest's sales challenge of the future is a big one. But this relatively young company seems well able to meet it . . . through consistent customer-prospect contact. As president Theodore Van Zelst puts it:

"Because of the magnitude of the operation undertaken by Soiltest, which is a small company by normal industry standards, we have had to accomplish—and will accomplish in the future—most of our contact activity through use of mail . . . direct mail." ●

**Here's a first-hand account of how one fellow on the other end of the world got into mail order . . . and built a successful book club with "effective letters." This article itself is digest of interesting letters he's written to the States . . .**

## A REPORT FROM AFRICA

by Jock Falkson,  
*Book League of Africa*  
*and Freelance Copywriter*  
*Johannesburg, South Africa*

**T**HE POPULATION OF SOUTH AFRICA is approximately 13,000,000. Of the whites, 40% are English and 60% Afrikaans. The English speaking section by and large control 75% of commerce and industry and mines. Only in the last 15 years have Afrikaners emerged from their main pursuit of farming to stake their claim in trade and commerce.

South Africa has two official languages, English and Afrikaans. While 30% of the Afrikaners are bilingual, the percentage of the English section who can read, write and speak Afrikaans, is small. I'd guess at about 33 1/3%. (I would need a year's refresher course at least before I could qualify to write a letter in Afrikaans.)

Bilingualism makes for a lot of problems in advertising, as you can well imagine. National advertisers dare not offend either section of the population and have to make their offers in both languages. They must use English and Afrikaans in direct mail, newspapers and magazines.

Direct Mail is used extensively in South Africa. But no advertising agency specializes in it. Some agencies do produce direct mail pieces from time to time, but the bulk is created by the managing director, the sales manager et al, and these are generally poor. No testing, no research, very little analysis and results are anyone's

guess. (No list brokers.) The field is wide open for a professional direct mail man.

The American sense of humour is not much different to ours. Of course there are differences in the local idiom but our thinking is close enough to yours. We laugh at Hollywood comedies, cry at their tragedies. We have our stuffed shirts, too, in about the same proportion as you have.

We're slow starters here and are twenty years or more behind you, in direct mail at any rate. But South Africa is progressive minded (politics excepted) and overseas visitors often say Johannesburg is a little New York.

### A Bold Book Club Start

Jock Falkson got into mail order here quite by accident. As a youngster he was an inveterate "filler-in" of mail order coupons. After reading dozens of pitches on muscles by mail, he bought one or two courses—and at the ripe old age of 18, promptly started one of his own, pompously styled "The American Institute of Physical Culture." It was a unique thing of its kind because it offered in addition to a home physical culture course, a course on Sex Education. Later this course was rewritten by a university professor who thought the original was not at all bad.



The war put an end to the American Institute just when the operation had broken even. Too bad. He just never got round to reviving it.

In 1942 he got a letter from the Doubleday One Dollar Book Club, saying: "We have no objection to you taking subscriptions to the Dollar Book Club in South Africa. . . ." He never replied. Didn't know what to do about it anyhow.

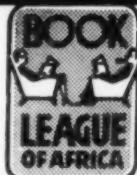
But in October 1944, in between jobs, he visited an advertising man, and without thinking of notifying Doubleday, inserted an advertisement advertising the Dollar Book Club. Within a month 500 members had enrolled. Doubleday was delighted. The advertising campaign continued, snowballing the membership into thousands—all prepaid; all serviced directly from the States (a three months delay in those days). Within two months Doubleday had received at least half a dozen offers from the big book organizations in South Africa. The gist? "We can do better for you." Well I ask you, who couldn't? Jock's capital was exactly \$200. His experience, exactly nil.

Then Jock had his first taste of American business ethics in practice. Despite all offers and blandishments from vested book interests, Doubleday honoured their two year-old "no objection" offer to Jock Falkson. You couldn't wish for a finer "contract."

### Guidance From Doubleday Pros

By 1946 the business had mushroomed into an \$80,000 corporation, embracing a wholesale book department, a subscription book section (Americana, Britannica and World Book) and a magazine subscription division. And also local fulfillment of subscriptions to the Dollar Book Club—a Crime Book Club—and a Classics Book Club. (All Doubleday's.) But, with 16 additional shareholders,

**Reporter's Note: Jock Falkson, a DMAA member in Johannesburg, South Africa, is also one of the most interesting members of Fred Gymer's popular Let's Have Better Motto Assn. At the DMAA convention in St. Louis, Fred told us Jock cannot pay the monthly service cost of the mottoes because government restrictions forbid sending money out of the country. So each month, Jock deposits what he owes Fred in a Johannesburg savings account. "Our pass book is accumulating pounds, shillings and pence," says Fred. "And some day our client will buy us an air mail ticket to Johannesburg and we'll call on him . . . perhaps we'll take out our pay in a peck of rough diamonds." In any event, the arrangement has resulted in a good deal of personal correspondence between Fred and his South African motto mailer. "Seems to me," said Fred as he showed us a batch of Jock's letters, "that a report on direct mail in this far-off spot would make interesting reading in *The Reporter*." We agreed . . . and present a digest of Jock's letters here, courtesy of Fred Gymer. The Cleveland motto man might meet his foreign client sooner than he thinks. For as Jock wrote: "I feel I must take in a DMAA convention soon. With a bit of luck, and a little more work coming in, maybe next year." In the meantime, Jock would like to exchange mailings and ideas with other DMAA members. Air postage is 25¢ per half ounce to Jock's address, P.O. Box 4564, Johannesburg, South Africa.**



P.O. Box 4564,  
Johannesburg

# NEWS LETTER

To Doubleday, Jock acknowledges his first understanding of the importance of effective letters in business. He remembers kindly the patience and guidance of Milo Sutliffe, Jack Cassidy, Charles Sherman and Ferris Mack. In 1950 he learned another lesson in business ethics, South African style. He emerged a sadder and wiser man, thankful to be paid out some \$3,200.

Within a month Jock started the Book League of Africa, a new book club operation based on getting the full retail price of each book, with only service and book dividends as the advantages of membership. Today, it is probably the smallest book club in the world . . . only 2,500 members. It is also one of the finest, and most selective . . . with direct mail.

### The Growth of Effective Letters

1953 was a turning point in Jock's career. He joined the D.M.A.A. and soon after, the A.B.W.A. His eyes were then really opened to the power of direct mail . . . ideas, plans, promotions. Then he started a feverish study of the one thing he thought he had a reasonable talent for: writing effective letters.

With what results? Although the tiny Book League has not advertised in the press these last five years, membership from direct mail remains at the same level. Profits are up. Members are among the most pampered, gratified people in South Africa. They love the Book League.

In 1957, another first: The first Robotyper in Africa. In 1958, a second Robotyper. And another two coming shortly. The first automatic typewriting outfit established. And . . . Robotyping of South Africa formed to market Robotypers in this remote and rather under-populated corner of the world. (Prospects are good.)

And all of a sudden word has leaked out. People are coming in with letter writing assignments. Some report happy results. Some not so happy. Will keep studying, testing, learning from mistakes.

There are no schools, universities or round table conferences on direct mail here. The little I know, all I must learn, I must get long distance. My greatest need is getting constant examples of what direct mailers in the States are doing. If D.M.A.A. members would add my name to their mailing lists, believe me . . . my cup would be full. ●

Dear Member,

Now and again a letter comes in from someone enquiring about Book League membership - and he asks:

"What's the difference between being a member of the Book League - and buying books at a bookshop?"

Well one is tempted to say that the Book League is not a bookshop - and a bookshop is not the Book League! But that's only playing with words . . .

The advantages and benefits of membership in the Book League of Africa are described in my booklet of the same name. (If you haven't had a copy of this booklet, I'll be glad to send one to you.) What follows therefore is an imaginary monologue. We assume our enquirer calls at a bookshop and expects to receive Book League service.

This is how we imagine he would have to speak to the manager:

"How do you do!  
I like reading good books and I'd like to become a customer at your bookshop.  
Now before I actually buy any books, I expect you to give me a Free Book in return for my promise to buy books from you. You have my word that I will buy at least 12 books in the next two years."

Here are the Book League facts:

In return for the same promise every new member of the Book League gets a handsome Free Enrolment Book valued at from 12/6 to 18/-.

\* \* \* \* \*

"Thank you.  
Now as a new customer I expect you will want to please me in my first purchase. How about giving me two good books for the price of one?"

\* \* \* \* \*

New Book League members start with a money saving Double Selection - two fine books for the price of one. Saving another 12/6 to 18/- right off.

\* \* \* \* \*

"Here's my name and address. Send me the account and I'll pay you in 10 days - believe me I will."

\* \* \* \* \*

Book League members get credit automatically. No references asked, because we know that people who belong to a quality club will always honour their accounts.

Jock Folkson's copy for the African Book League includes a regular newsletter . . . in which he frequently gets members to recruit new members. Typical is this convincing, two-page comparison monologue . . . answering all questions about the club.

Other promotion for Book League of Africa includes editorial style publications such as these. (A) is a comprehensive booklet explaining the club's services to prospective members. (B) is the regular Book League News reviewing new books, etc. for the League's members.



# MOTIVATE YOUR IDEA

By Ted Blanding



Great is the power of an idea. While it is doubtful that anyone would contest the truth of this aphorism, practical people may agree that it is probably an over-simplification. An idea which exists only in the idea state, in the mind—whether the mind of one or a thousand persons—is of little value to the world at large.

We speak therefore of "selling" an idea. This also is not strictly accurate. An idea need not be "sold"—it needs to be presented, and will then stand or fall largely upon its inherent validity. What must be sold is the course of action which will bring the idea to full life. If it is a good idea, then something should be done about it. But what? how? through what agencies, policies, means?

It is possible to sell, or to establish a course of action which will bring an idea into full and effective fruition. This is a job for the organizer-executive, the man who can combine boldness and vision, who can perceive high goals and at the same time recognize the importance of details. The job can be done by one of the simplest methods existing today—a method whose effectiveness has been proved many times. This is the creative, imaginative and careful use of **direct mail**.

It is possible that the originator of the idea may also have the ability to project his idea into definite action. Not often, however, is this the case. The discrepancy lies in attitudes of mind. The idea-man usually sees his dream as whole, completed, functioning. The organizer, on the other hand, must possess that peculiar type of empathy which is able to visualize every objection, every stumbling block, every contingency no matter how slight which will impede the progress of action—and to plan in advance how these may be met and overcome. He must gear his thinking to that of the audience he is trying to reach, and more specifically, to that of each individual in the audience. He must be,

moreover, a stern man of business in that he must be able to recognize the point at which a prospect is disinterested and further time spent on him would be financially unprofitable. In other words, he must establish a "close-off" point.

Let us take an example—a hypothetical case which will illustrate our thesis. Let us presume that a threat to our free enterprise system is so imminent that a plan must be formed to meet and overcome it. Let's also assume that this plan, to be effective, must be a continuing effort, not a single incitement to a single action, such as voting on a proposition.

A plan is formed, a good one: It must be sold to the people—a large section of the people—to be effective. An organization must be set up for a long range project. **What** is the best way to do this?

## Sound Written Communications

The usual media naturally comes to mind—newspapers, radio, television. These are excellent for the initial impact, but for a long range program the first two are dependent on external circumstances outside the control of the individual setting up the project (let's call him the director). The third, television, has the same disadvantages and is in addition, expensive. Even when these media are utilized to the fullest advantage, the response will still be by individuals and must be handled as such. The answer comes down to sound written communications which will lead individuals to a course of action.

Practical considerations must be faced. A headquarters must be set up and clerical help obtained. A certain amount of money is essential. The problem is to make that money stretch as far as possible, to expend it for maximum productivity. Without such practical approach, many worthwhile projects have foundered. Here is the spot where the dreamer goes down.

The doer, however, finds it a challenge and an opportunity.

Let's assume that the logical step for the growth of our idea is the establishment of clubs where our subject may be studied, discussed and advanced. This approach is a fundamentally American and democratic one. In fact, its earliest historic use might be noted in the pre-Revolutionary days when groups of aroused citizen-patriots met regularly to discuss grievances and possible means of obtaining redress. These groups were tied together by organized Committees of Correspondence who transmitted ideas, plans and encouragement from one to another, often at great personal risk.

Clubs do not spring up as spontaneously as mushrooms, even though they may sometimes appear to do so. The original stimulus—the urgency of the cause or need—may bring them into being, but their functioning, growth and survival depend on other factors. Guidance, both during the organizational period and later, must be supplied. Materials and services must be provided by a headquarters or home organization. It is here that wise and well-planned use of direct mail will prove invaluable to the executive who will take the time and trouble to establish a comprehensive, long-range plan, flexible enough to meet all contingencies, rigid enough to stay within the financial structure within which he must operate. It is obvious that a specialist is needed, an expert in the field who is capable of appraising the problem and avoiding the pitfalls.

First of all, it is necessary to determine how much of the correspondence might fall into the classification of routine letters. Do these letters follow a recognizable pattern? It is possible to anticipate not only the difficulties and objections which may occur in the organizing process, but to recognize the approximate times at which they will occur. An effective follow-up letter may inject just the necessary amount of vitamin needed to strengthen a

wavering prospect. It should be carefully and accurately timed. It must carry the right tone, strike the exact balance between "hard" and "soft" sell. It must combine in proper balance both dignity and friendliness. It must project the desired image of the organization. Above all, it must never lose sight of the fact that it is appealing to an individual whose primary interests are centered in his own progress and development.

The writer has had long experience in just this field. When in 1945 I was asked to take over the Executive Secretaryship of Toastmasters International, I did so because of a strong belief in the future of this then infant organization concerned with the training of men in speech. (Leadership training was later added as a point of emphasis to make the idea more salable.) As a former International President, I was well aware of the values the organization had to offer and of the increasing need for the type of training it could give in an accelerating economy.

At that time there were 250 clubs and approximately 7000 members. The headquarters staff was made up of three persons and the gross income was under \$20,000. The first task was to assess the problems facing the organization and to chart a course of action for future growth—growth which would inevitably come as men recognized the value of this training in communication and leadership. Because the organization was educational and non-profit, minimum funds were available. Existing personnel must be used to the maximum extent.

An analysis of the situation and assessment of future needs revealed the necessity for a systematic approach to mechanized equipment. Although several areas were mechanized, let us consider only one here—the one dealing with mechanized stenographic service. When one is concerned with

growth patterns for the future, increasing efficiency and personalized attention to correspondence, (at the same time necessarily aware of keeping overhead expenses to a minimum,) this problem of stenographic service becomes one of extreme importance.

The actual thrust into this decision came in the form of an opportunity which also contained a possible threat. A national magazine was planning a story on Toastmasters International and its unique training procedures. The "threat" was the large number of inquiries which would be flowing into the office as a result of the publicity while the operation was still understaffed. Obviously all inquiries should be answered with reasonable promptness if the inquirers were to have a respect for the idea and the training program.

### The First Problem

The first problem was to determine if a series of letters could be codified and at the same time answer inquiries in a dignified manner. The type of inquiries had to be anticipated, projected imaginatively, and minimum classifications established. Obviously, if the national publicity told the story effectively, two courses of action would be open to interested readers desiring the training described. They would (a) want to join an existing club, or (b) want to form a club if no existing club were available.

This situation required a progressive approach which would carefully lead from casual interest to definite action. Two series of letters were planned for mimeographing—the only type of equipment which could be afforded at that time. While the only practical personalization would be a penned signature, and while it cannot be denied that a mimeographed approach has certain disadvantages, nevertheless

it ensured that inquiries would be promptly answered.

Three courses of action were offered:

A—to cause the prospect to want to join an existing club.

B—to cause the inquirer to want to form a club in his community, and

C—to stop the series of letters at the point where the optimum effort had been expended without results.

Course A, where the inquirer wished to join an existing club, was relatively simple. Course B, where the prospect wished to start a new club, was considerably more complex. Here it was necessary to visualize all circumstances facing an individual in the field who, desiring for himself the values of Toastmasters training, has suddenly realized that he was faced with the necessity of building a club. In other words, moving the attitude of the prospect from one of joining an existing organization to one of assuming the role of leader, promoter and organizer, involved a number of steps, each one requiring delicate handling.

The over-all plan for this structure was designed to include some forty letters set up in units of four letters each. These were sent at intervals varying from two weeks to one month, depending on the estimating of the normal work progress of average club development. With the fourth letter of each unit, a convenient method for response was provided. If no response was forthcoming, this was considered evidence of lack of interest and that particular series was killed.

### Chartering a Club

Each unit was designed to fit a definite club organizational procedure, and thereby assist the willing prospect to move steadily toward his established goal. Techniques for soliciting members, arranging preliminary and organizational meetings guiding the neophyte officers in good performance and finally the actual chartering of the club were fitted into the pattern through each of the units. So carefully were these needs anticipated that frequently I would receive letters stating: "Please disregard my letter of ---, since the letter from your office crossed in the mail and completely answered my inquiry regarding the planning of the charter party, even including sample programs and placecards."

Naturally as the organization developed, the mimeographed letters were

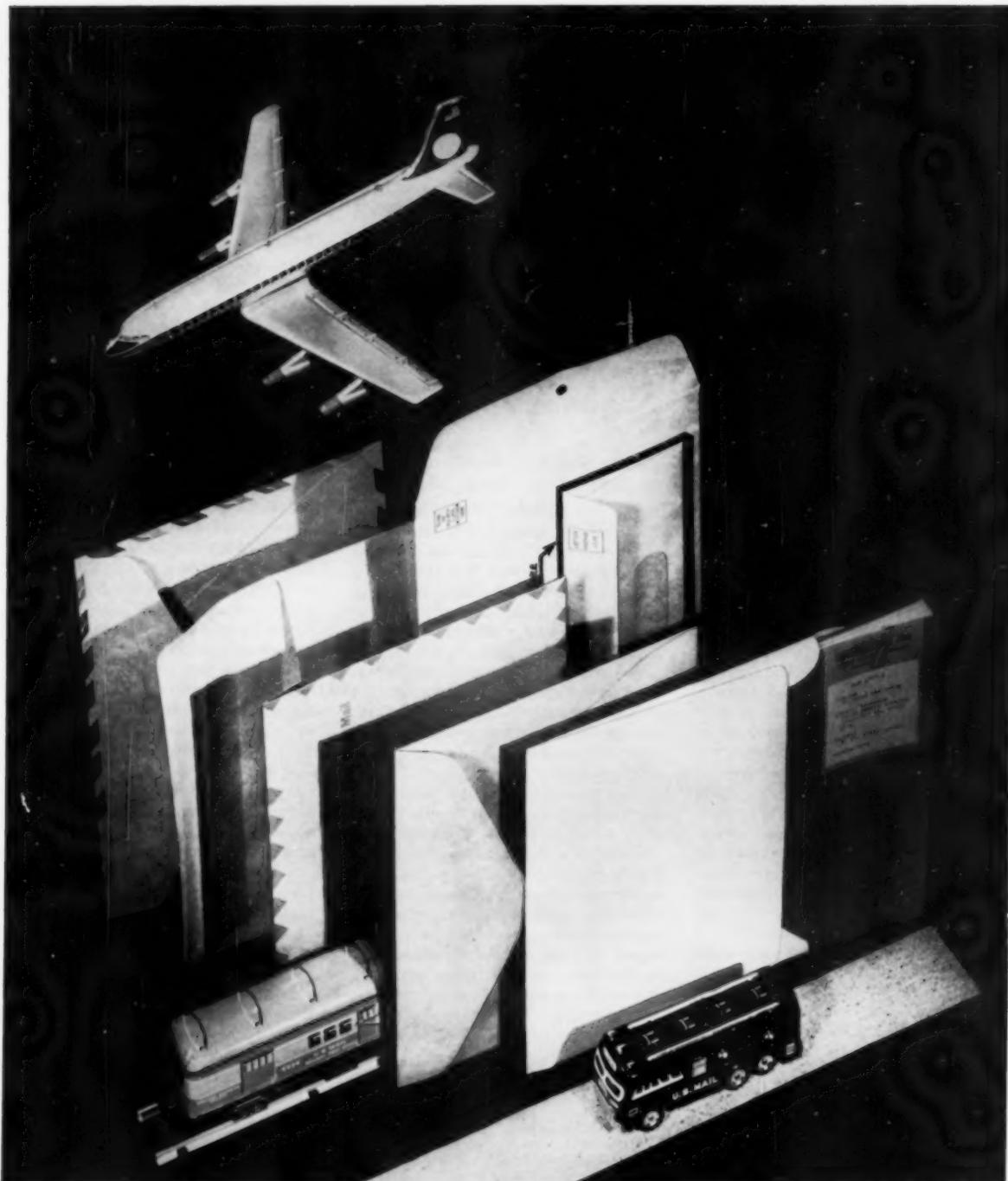
*Continued on page 44*

**Reporter's Note:** We've been after Ted Blanding for at least ten years . . . to give us a story about his work at Toastmasters. Always too busy. Now that he has "semi-retired" . . . he found the time to write this thought-provoking "Motivating Your Ideas."

Ted gained recognition for his outstanding record managing Toastmasters International, Inc. In 1945 when he took over, following his four years of military service with the Seabees, there were 250 clubs, 7,000 members and a gross budget of \$20,000. At the time of his resignation, June 1958, the organization had 2,800 clubs, 75,000 members and a budget of over one-half million dollars.

He is now doing consulting work for both voluntary associations and industry from his office at 12142 S. W. Skyline Drive, Santa Ana, Calif. His background and training qualifies him as a specialist in association work, as well as an advisor on programming, communications, systems and procedures.

He has just completed an assignment with the Society for the Preservation of Barbershop Quartettes, and is presently retained to study operations of the Advertising Club of Los Angeles, one of the largest and most active clubs of its kind in this country. Incidentally, the president of the Los Angeles Ad Club is now Bob Hemmings of Burroughs Direct Mail Advertising, former member of the DMAA board.



**THAT NEW CATALOG** will travel far and fast — in envelopes . . . arrive fresh and clean and ready to go to work if you select top quality envelopes. Select them now, while the piece is in the planning stage . . . standard U.S.E. styles and sizes for regular mail, first class mail, air mail, two-compartment combination and third or fourth class in quantities. Your printer can obtain samples and prices — you pick the styles and sizes from the U.S.E. Envelope Selector Chart, which is waiting for you in our Advertising and Sales Promotion Department.

**UNITED STATES ENVELOPE COMPANY**



**Springfield 2, Massachusetts**  
*Divisions from Coast to Coast*

*Requests for extra copies of this quality campaign have been tremendous. So have business results. One customer alone will spend more than \$60,000 this year, as . . .*

## **"LETTERS OF DISTINCTION" BRING 16 NEW ACCOUNTS TO NEW YORK LETTERSHOP**

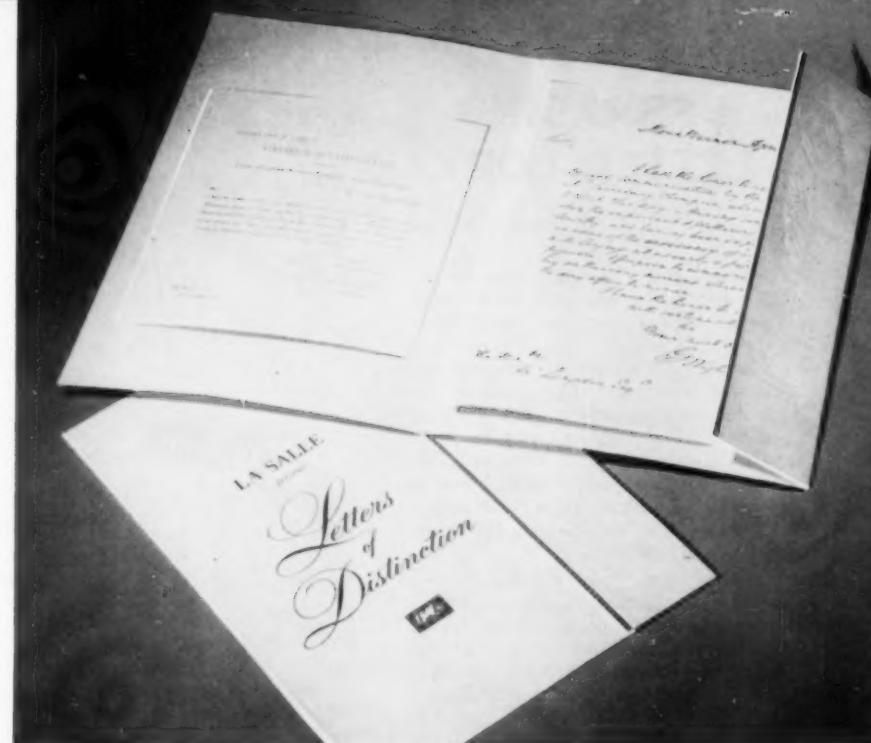
**S**OME OF THE GREATEST letter writers in history have been working for a New York lettershop.

George Washington, Abraham Lincoln, Benjamin Franklin and other famous men of American history have starred in a creative letter campaign that's made a hit in New York.

Originated by La Salle Letter Company, Inc., 52 East 19th Street, New York, a "Letters of Distinction" campaign was designed to promote La Salle-typed letters and the shop's other services. La Salle dug into the archives of the National Library in Washington to find important letters written by famous men who have shaped our history. Among them was Washington's famous letter accepting the first presidency, Abraham Lincoln's famous letter to a mother who lost five sons in the Civil War, etc. Other famous letter writers in the series included Benjamin Franklin, Andrew Carnegie, Theodore Roosevelt and Edgar Allan Poe.

### **Press Run "Ages" Stock**

With painstaking care, offset reproductions by La Salle Litho Corporation (an L.L.C. subsidiary) made the famous letters look as much like originals as possible. Although the copy was produced in black only, the stock was given a special preliminary



*Authentic reproductions of letters written by Washington, Lincoln and other great men of history were tipped into "Letters of Distinction" folders, beautifully blind embossed with feather quill. Folders contained no selling copy, no reply cards. Mailed every month to a list of 1,500, requests for extra copies have since made the famous letter reproductions collectors' items.*

press run, then airbrushed, to produce an aged, antique effect.

Each simulated letter was tipped into a smart looking  $8\frac{1}{2}'' \times 12''$  folder, tastefully illustrated with a blind embossed feather quill. Another insert explained the letter and translated its handwritten copy into type.

The folders contained no selling copy. Only mention of the lettershop was in the front cover title, "La Salle presents . . . Letters of Distinction." and a small company logo on the back.

### **Alternating Sales Letters Important**

Six famous letter folders were mailed a month apart to a list of 1,500 prospects in the metropolitan New York area. Alternating between these mailings, every two weeks, was a series of sales letters. La Salle-typed and personalized on the shop's engraved letterhead, creative selling copy in these regular letters played an equally important part in the campaign's impact. Each sales letter was excellently written, sparked with an interesting theme which merchandised the "distinctive letter" idea.

La Salle president Lee Reimer says

the complete campaign took nine months to create and produce . . . at a cost of about \$6,000. Probably the most "expensive" part, he told us with a smile, was copy for the supplement sales letters; all were written by his wife, Sally Reimer.

### **Many Requests, And Sales Result**

The impressive lettershop reproductions of famous letters became pretty popular collector's items. When the 1,500 recipients showed them to friends, neighbors and children, La Salle was swamped with requests for extra copies. More than 100 schools alone asked for the historical series, fulfillment of which cleaned out La Salle's remaining extra copies.

Business-producing response from the original list was even more impressive. As a direct result of the 12 mailings, La Salle acquired 16 new accounts. One of these new accounts alone will do over \$60,000 in business with the lettershop this year.

This interesting soft-sell series proves once again that a campaign produced with quality and distinction can bring "distinctive" results. ●

# UPGRADING LETTER COPY

by Paul J. Bringe

Every letter leaving a business office is a selling letter no matter who writes it. But some sell poorly and some not at all. The Purchasing, Credit or Production departments should be eager to preserve and enhance the Company's good will and should seize every opportunity available. Too often what Sales and Advertising build with great labor is quickly destroyed by a few poorly chosen words from people who know not what they do.

Many firms need a Letter Watch Dog, not to keep unwanted letters from entering as some are trying to do now, but to see that only the best letters go out. This person must have a feel for written and spoken English, not the kind taught in schools but the kind you and I speak to each other when our only purpose is to be understood. Above all, this person must be an optimist, an outgoing personality who likes and wants to help everyone.

Frequently such a person will be a woman. The ladies, let's face it, are not so often warped by the competitive drive to "make good." By and large they are not convinced that every second person is a sharpie. If you have or can get such a Letter Watch Dog, treat her (or him) with care. Maybe the first assignment should be letters from the President's office.

The Morton letter violates many of the basic requirements of good public relations. The heading, To Our Suppliers, robs it of the personal tone every letter must have to be effective. A form letter may be written to millions but each reader reads alone. A good letter never speaks to all men but to each man.

The writer talks about "belt tightening." It is difficult to see what this has to do with the message. Perhaps it is only a reflection of the anxious bellowing for economy coming from the front office. At the very least it implies the Company is not doing well. If that is true, it is not a fact to be advertised.

The letter is an excellent example of the overtone meaning of words—meanings that are not apparent on their face but are felt by the reader. Consider the negative feeling-tone of

**BEFORE**

**MORTON**  
MANUFACTURING COMPANY  
MUSKEGON HEIGHTS, MICHIGAN

September 17, 1958

TO OUR SUPPLIERS:

Gentlemen:

In these days of belt tightening it has been necessary for each of us in our organization to take on additional duties and detail work. That was why in an earlier letter to you we advised that it would be necessary to restrict salesmen interviewing hours. At that time we established Tuesday through Thursday from 10:00 A.M. to 3:00 P.M. Realizing that this was imposing a hardship, particularly on out of town salesmen we liberalized this statement by saying that we would see other salesmen by appointment outside of these hours.

Now that we have had time to analyze this program and also realizing that we have had to pull in our belts one more notch, we have decided to consolidate the times available for interviews and to broaden the total hours available. Therefore, effective immediately, we are authorizing our Purchasing personnel to change their interview hours to 1:00 P.M. to 5:00 P.M. Monday through Friday. We trust this will give your sales people some relief in planning their sales calls. Will you please advise all of your sales people who call upon us so that they can plan accordingly.

Thank you for your very kind co-operation.

Yours very truly,

*Jack E. Morton*  
MORTON MANUFACTURING COMPANY  
Jack E. Morton  
Assistant Secretary and  
Director of Purchases

**AFTER**

**WE'VE LEARNED THE HARD WAY**

Some time ago we thought it necessary to limit interviews with salesmen to Tuesday through Thursday from 10:00 A.M. to 3:00 P.M. We were wrong. It has not worked out well. Seems we have been missing a lot of information we should have on new products and improvements to existing products. That's bad because we can use all the information we can get to help us do a better job.

Your salesmen as well as others have been a real help to us and we want more of that kind of intelligent selling.

From now on we will welcome salesmen any afternoon in the week from 1:00 to 5:00 P.M. Will you tell your salesman that we have seen the light and look forward to visiting with him on his next trip through Muskegon? We will certainly appreciate it.

Sincerely,

THE REPORTER

the fc' owing: "belt tightening," "has been necessary," "additional duties," "detail work," "would be necessary," "to restrict," "imposing a hardship," "pull in our belts one more notch," (ouch) "we are authorizing." None of these words reflect friendship, good will or optimism. All of them have a negative connotation which will influence the reader just as surely as the dictionary meaning of the words—maybe more. The letter sounds like a pronouncement from on high. Any salesman who has had his nose broadened by slamming doors will know what to expect in this office—if he has the courage to enter.

The rewrite proposes a complete switch in attitude. It says, "we like salesmen, we want to see salesmen, we made a mistake and will you please excuse us and come back quickly." We can prove our good intentions by offering more and better calling hours for salesmen. Why not make the most of it? Nothing will get attention faster than admitting we made a mistake. It will be favorable attention too—makes the reader feel superior because he didn't make the mistake. It will also make your reader attentive to every word you write—he is always curious about other people's confessions.

Here is a comment from Irving Hexter, Cleveland Publisher of a large group of trade magazines:

I was in one company lobby which had a sign stating, "Salesmen will be seen only on Monday, Wednesday and Friday." My very next call had a sign which said, "Salesmen are always welcome, particularly on Mondays, Wednesdays and Fridays, but appointments for other times can be arranged." Quite a difference in two ways to say the same thing. Betcha salesmen have a warmer feeling for the second company than the first.

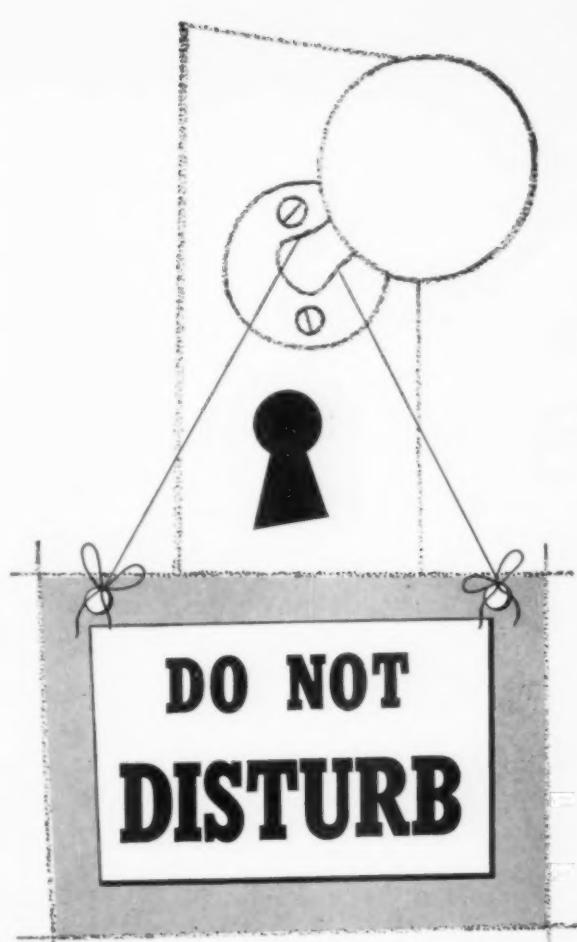
And that tells the story.

#### BREAKFAST BREVITY

We received an important and interesting speech in our mail last month. It was a complete reprint of a speech made by Budd Gore, retail advertising manager of the *Chicago Daily News*, at the National Retail Furniture Association's semi-annual Chicago Market Breakfast Meeting on January 7th.

The reprint of Budd's talk had the impressive title: "WHAT'S NEEDED TO GET FURNITURE STORE ADVERTISING IN PROPER FOCUS TO PRODUCE OVER THE LONG PULL." Underneath, reprinted in its entirety, was Budd's complete text:

"Honesty." •



DOES your envelope carry this sign on it? If it does, you need Cupples "Personalized" envelopes for sure. They invite readership at once and are designed to give your mailing complete acceptance. This is of the utmost importance to direct mail advertisers. To make your next mailing the best ever, think of Cupples "Personalized" envelopes. Our smart striping, points the way for bigger sales. Call Cupples and arrange to have us do a sketch for you, showing just what can be done to beautify your envelope. Take that "DO NOT DISTURB" sign off your envelope and invite your customer in, this is good selling and good selling is good business.

**C**upples  
envelope co., inc.

360 Furman Street • Brooklyn 1, New York

SALES OFFICES: PHILADELPHIA • BOSTON • WASHINGTON



**GOES brings you the most complete line of—**

**BORDERED BLANKS  
CERTIFICATES  
WARRANTY FORMS  
INSTRUCTION FORMS  
MEMBERSHIP BLANKS  
AWARD BLANKS**

All done in striking . . . original designs . . . executed in one, two or three colors . . . by craftsmen proud of their skills.

All Ready For Your Over Print . . . Ready for you to show and sell . . . Ready to add to your PROFIT . . .

Goes Bordered Blanks and certificate samples are yours . . . for the asking.

**GOES means BUSINESS**

**WE'LL PUT COLOR IN YOUR**

Point of Purchase Displays . . . Covers . . . Promotions

Use GOES \$1,000,000.00 library of

**ART • PLATES • ORIGINALS  
CHILDREN • GIRLS • OUTDOORS  
SCENICS • SPORTS • ANIMALS**

They are available to you in the popular priced line of full color TRUCOLOR prints — sizes 3" x 4" to 22" x 28".

YES . . . Samples are available now . . . send your request on your letterhead.

**Goes**

LITHOGRAPHING CO.

42 W. 61st St. • Chicago 21, Ill.

## "Reed-able Copy"

### *A Monthly Clinic Conducted by Orville Reed*

Guess I stirred up a hornet's nest. I've been challenged, argued with, mildly maligned, openly called a dunce. Didn't know so many people feel so strongly about collection letters (see Reed-Able Copy, December, 1958 issue).

Didn't know so many people do not consider dictated letters or special purpose letters (collection letters, for instance) as direct mail. In my book, every letter that goes out of an organization is a piece of selling. What more important selling job does an organization have than collecting money from a delinquent debtor with a letter that also keeps his friendship and paves the way for future orders?

One reader of this department—secretary of his company—writes: "Personally I believe this (the writing of collection letters) should be done by the accounting department. *Sales should have nothing to do with money.* What do you think of the enclosed letter? I wrote it a few months ago to a customer who has been giving us money-trouble for a long time although he remains a good and loyal customer. The man is sort of eccentric and my letter was sort of custom tailored to a specific situation."

My dear John:

I need a little favor from you which I am sure you will not refuse me. I want you to act as arbitrator between a good friend of mine and myself. I am so terribly anxious to maintain my friendship with that fellow . . . and I think you can help me.

That good friend of mine is also a customer. Some time ago he sent me a check for \$432.50 which he then asked me to return to him. The understanding was that he would substitute another check in the same mail . . . but he has not done so despite many telephone reminders.

So, here I am and I just don't know what to do about it. I don't want to antagonize him by strong methods of collections because I think too highly of him personally and of his abilities. Actually all he needs, John, is a little lesson in living up to his promises. With a little persuasion on your part, I am sure you can convince him that a business man must also be a gentleman whose word should be his bond. Please, John, do me the favor and act as arbitrator between my friend and myself.

self. I have a hunch we will both be thankful to you.

Yours very sincerely,  
P.S. If you promise to keep this in strict confidence, I will tell you who my good friend is. You may even know him.

In the case cited here the debtor was "sort of eccentric." Knowing this the writer knew exactly how to appeal to him.

A salesman or sales manager, who usually knows the customer better than anyone else in the organization, knows better how to appeal to him.

### **LUMPY DIRECT MAIL**

I don't know the author of the following. It's printed here especially for those users of direct mail who mail on impulse and not on a definite schedule:

"The trouble with so-and-so company's mail advertising," said a friend with whom I was lunching the other day, "is that it comes in lumps. I got a beautifully done, expensive mailing from them last January. It was very impressive and probably expensive. But since then they haven't sent out a thing. They may be out of business for all I know."

I'm not familiar with the company mentioned, but I know what probably happened. Somebody at the top got the idea they should do something really big — something that would be a worthy representative. So they got it out and it was all they wanted it to be. But they spent so much they have not been able to afford a mailing since. By the time they do make another mailing, all the effect of the big effort will have been lost.

Many businesses have tried this same plan. They have shot the works on a single mailing in an effort to knock the prospect off his feet, and in every case I know of they have found it did not pay. In the long run they all went back to their regular mailings.

This is not to say that direct mail should not be attractive or striking or beautiful. I do not mean that mailed advertising should be produced as cheaply as possible. Costs must be considered. So also must punch and impressiveness. But the value of constant repetition, of constant and regular sales effort, should not be forgotten. It is just as effective in direct mail as in any other advertising (or selling).

If you want resultful direct mail advertising, mail as frequently as possible and on a regular schedule. Make the piece as

this is penn/brite offset—the value sheet



Designer: Henry Wolf is Art Director of Harper's Bazaar. His work has received five gold medals and nine Awards of Merit from the Art Directors Club of New York. He is presently on the faculty of Cooper Union, teaching graphic design, and has served as chairman of the American Institute of Graphic Arts Magazine clinic in New York.

New York and Penn commissioned designer Henry Wolf to create this insert, and to incorporate in it practically all the demands on the printability of paper which could be encountered. See for yourself how faithfully Penn/Brite Offset has reproduced each of his design elements . . . how well it passed his "torture test." Penn/Brite Offset is the white, bright, value sheet that comes to you moisturized and double-wrapped.

## new york and penn

Pulp  
and  
Paper  
Manufacturers



Write for new, complimentary swatch book and the name of your nearest distributor.  
New York & Pennsylvania Company,  
425 Park Avenue,  
New York 22,  
New York.

attractive and forceful as you can on the budget you have.

Perhaps your product requires a beautiful presentation. All right, mail some fairly lavish pieces. You can spread them out over the year and fill the intervals with inexpensive card mailings, or something similar.

But keep your mail advertising going out in a smooth, steady stream if you want profitable, steady results.

#### Copy Improvement Technique

The next time you write a sales letter have someone read it aloud to you. Be prepared for a surprise.

You'll probably find the reader will leave out all the inflections you wrote in. He's apt to stumble over a word or two, mispronounce another, lose his breath before he finishes one of those long sentences you forgot to break up into smaller ones.

Hearing your copy might make you feel rather silly. You're liable to hear sentences that seemed all right as you wrote them, but sound stilted, preachy, verbose, or pontifical when you hear them.

#### Are You Losing "Nice" Customers?

Bill Sears sent me a clipped article from THE EMPLOYMENT COUNSELOR, published by The National Association of Personnel Consultants. Title: WHO LAUGHS LAST? Bill's comment: "Paraphrased this could apply to direct mail operators."

You know me. I'm a nice customer. I never complain, no matter what kind of service I get.

I'll go in a restaurant, and sit and sit while the waitress gossips with her boyfriend and never bothers to see if my hamburger is ready. Sometimes someone who came in after I did gets my hamburger, but I don't say a word.

If the soup is cold or the cream for the coffee is sour, I'm nice about it.

When I go to a store to buy something, I'm thoughtful of the other person. If I get a snooty salesperson who gets nettled because I want to look at several things before I make up my mind, I'm polite as can be. I don't believe rudeness in return is the answer. You might say I wasn't raised that way.

And it's seldom I take anything back to a store. I've found people are just about always disagreeable to me when I do. Life is short—too short for indulging in these unpleasant little scrimmages for the sake of a dollar.

I bought a toaster that burned out after two weeks. The store people were so busy telling me I burned it out on purpose, I didn't get a chance to ask them if they knew where I could send it to have it repaired.

I never kick. I never nag. I never criticize. I wouldn't dream of making a scene, as I've seen people doing in public places. I

MARKETING SALES FINANCIAL ADVERTISING PERSONNEL  
ENGINEERING ADMINISTRATIVE PUBLIC RELATIONS  
MARKETING SALES FINANCIAL ADVERTISING PERSONNEL  
PERSONNEL ENGINEERING ADMINISTRATIVE

Does  
your  
system  
have



# MAILROOMATISM

Countless firms suffer from this insidious malady and don't even know it. Usually it is caused by continued congestion in mailrooms, forced to cope with the pressure of handling upward of 15,000 pieces per month.

"Mailroomatism" can sap efficiency and morale, also prove quite costly. One sure cure for this condition is the acquisition of a Phillipsburg Inserter, which has given immediate relief to countless users.

The Phillipsburg performs near-miracles . . . automatically stuffing, sealing, metering (or printing postal indicia), counting and stacking mail at savings, mark you, of up to 80% of the cost of hand-inserting.

If you have any suspicion of "Mailroomatism" lurking in your organization, may we suggest the adjacent coupon.

FINER PRODUCTS THROUGH IMAGINATION

**Bell & Howell**  
**Phillipsburg**  
PHILLIPSBURG, NEW JERSEY  
Successor to Inserting and Mailing Machine Company



## PHILLIPSBURG INSERTER



**Bell & Howell Phillipsburg Co., Phillipsburg, N. J.**

Send brochure, "Modern Mailing through Mechanization"  
 Have representative call to arrange demonstration  
 Send Case History Study on

(type of business)

NAME \_\_\_\_\_

FIRM \_\_\_\_\_

STREET \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

R-2-9

# STILL

2¢

## ON OUR 50TH ANNIVERSARY

Globe sets up your names on plates for as low as 2¢—addresses them at speeds up to 60,000 per hour on your orders—at less cost than your own department. Will use your present system, or any system desired.

Takes all the machinery out of your office, expands your capacity to hundreds of employees, frees executives for more important matters.

For publishers—complete service available from cage to Post Office. You open mail to take out remittances. Globe does all the rest—renewal series, collection series, changes of address, correspondence, premiums, preparation of reports, etc.

No distance barrier—can be handled from anywhere. Visitors to our convenient plant made welcome.

Telephone OR 5-4600 for appointment, or drop a line to D. M. Hopney.

## GLOBE FULFILLMENT CORPORATION

(An extension of Globe Mail Agency, Inc. and predecessor companies.)

148 West 23rd Street, New York 11, N.Y. • ORegon 5-4600



### IT'S TYME\* FOR A CHANGE

If your present supplier  
is too big for his britches,  
give us a call  
and hear what our pitch is

If quality and extra fast service  
is what you demand,  
telephone us quickly  
our staff is on hand.



LETTER SERVICE CORPORATION

43 East 19th Street, N.Y. 3, N.Y.

AL 4-0174

Ty-Process Letters • Multigraphing • Mimeographing •  
Addressing • Mailing • Research • Photo-Offset • Packaging

MEMBER—BUSINESS MAIL FOUNDATION

think that's awful.

I'm a nice customer! I'll tell you what else I am. I'm the customer that never comes back!

That's my little revenge for getting pushed around. That's why I take whatever they hand out . . . I know I'm not coming back. It's true that this doesn't relieve my feelings right off, as telling them what I think of them would. But in the long run, it's far more deadly revenge.

In fact, a nice customer like myself, multiplied by others of my kind, can just about ruin a business. And there's a lot of nice people in the world just like me. When we get pushed far enough we go down the street to another store. We eat hamburgers in places where they're smart enough to hire help who appreciate nice customers. Together, we do them out of millions every year.

He laughs best, they say, who laughs last. I laugh when I see them so frantically spending their money on advertising to get me back, when they could have held me in the first place with a few kind words and a smile.

### FORBES STORY

*Continued from page 25*

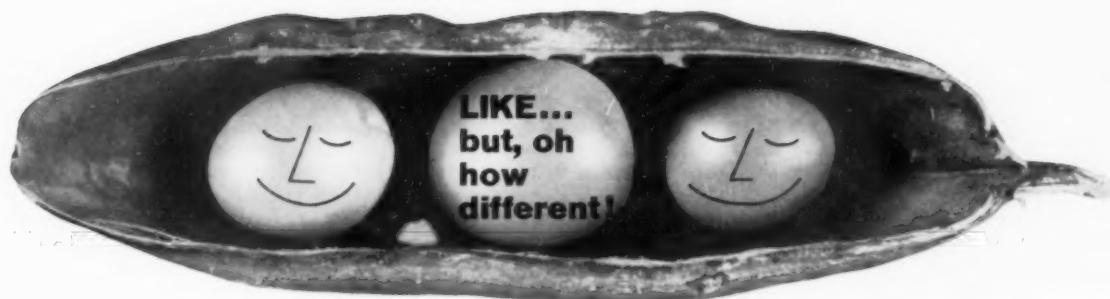
welcome letter. Not only new subscriptions, but every renewal as well. All during *Forbes* rapid growth, renewal percentages have increased . . . the real key to our overall growth story.

The letters shown on these pages illustrate our intimate personal approach . . . and the personal response from subscribers, and prospects as well.

There's one more use of direct mail that is paying off handsomely for *Forbes*. Each year we offer leading universities and colleges of business and finance the opportunity of having their seniors receive *Forbes* with the compliments of the publisher.

A personal letter from our president acquaints each student with the fact that he will receive *Forbes* "so he might have a current, practical supplement to his courses on business and finance." It goes on: "We hope that *Forbes* will provide you with another valuable approach to the understanding of the vital role finance plays in our competitive business economy." Then in June Mr. Forbes sends another letter wishing each student well in his business career. It contains absolutely no mention of a subscription . . . not even a student subscription blank (over the protest of the circulation department).

There is hardly a mailing we make that we don't reserve some portion of



Yes, SEN-BAK is **LIKE** some other direct mail products, in that it consists of a reply card or envelope, a window letterhead and a window carrier envelope, designed so that **ONE** address does the work of **THREE**.

But, in every other respect, SEN-BAK is **different**.

## 1

Production of **SEN-BAK** is completely automatic, electronically controlled and geared to handle **volume** runs.

The **SEN-BAK** mailing unit is produced with specialized high speed equipment, resulting in lower costs and faster deliveries for you. The reply card or envelope is mounted to the letterhead **automatically**, eliminating the costly hand operations required for production of other direct mail units. It stays securely fastened to the letter until the prospect is ready to pull it off and mail it back.

## 2

**SEN-BAK** is completely **flexible**, with seven different reply formats and three different letter sizes available.

You have a choice of three sizes in reply cards, with or without stub, wallet flap envelope, or 6 x 10½ order blank. Virtually **any** unit that complies with **SEN-BAK** specifications can be successfully spliced to the letter as a reply. In practically all cases these units can be addressed by any of the modern electronic methods.

## 3

**SEN-BAK** is distinctive in appearance, because of superior lithography and outstanding creative skill.

All printing is done under the constant watchful eye of the General Office Service staff, made up of highly skilled pressmen and other technicians, who make sure that quality and other details are carefully controlled. You have an unlimited choice of any number of colors for all parts of the **SEN-BAK** unit: reply unit, letterhead and carrier envelope. All items are printed individually and you have a press to yourself—**nothing is gang run**.

**SEN-BAK** is so mechanically flexible, its creative possibilities are naturally flexible, too.

These are the big **differences** in **SEN-BAK**. And here are answers to some other questions you may have in mind:

## 1

**What about addressing and mailing?**

The **SEN-BAK** return unit can be addressed through the open window of the folded letter either before or after it is inserted in the carrier envelope. Or the reply pieces can be addressed first by you and returned for inserting and mailing to our plant. Incidentally, there's plenty of room for even a five-line address to show through the **SEN-BAK** die cut—and it cannot slip or slide because it is securely attached.

## 2

**What about testing?**

**SEN-BAK** encourages and recommends testing. Returns speak for themselves. They are the basis upon which **SEN-BAK** has enjoyed amazing growth in use by result-conscious experienced mailers.

## 3

**What about delivery?**

Complete automation makes deliveries on **SEN-BAK** speedier, more dependable than ever. For over 35 years General Office Service has kept customers with on-time delivery of quality work, even in the case of tremendous volumes.

## 4

**What about costs?**

With all its unusual features, **SEN-BAK** is still competitively priced. And because automation eliminates all hand operations, **SEN-BAK**'s package prices give you an "in the mail" cost that is **much lower than** competitive direct mail products.

## 5

**Will it work for you?**

The answer is **YES!** **SEN-BAK** has worked for, and has been permanently accepted by many insurance companies, banks, publishers, mail order houses, manufacturers, distributors, retail stores, mutual funds, investment firms, loan associations, pharmaceutical houses, fund raising groups, and others. **SEN-BAK**'s versatility makes it appropriate—and effective—for practically all mailings where a reply is called for.

## 6

**Can you see **SEN-BAK** for yourself?**

Write for your free **SEN-BAK** kit, including easy-to-use layout guides, expressive letters from users, interesting samples and price lists. The kit will be rushed to you by return mail, so write **TODAY** on your company letterhead.

# SEN-BAK®

*A division of General Office Service, Incorporated  
New York • Washington, D.C.  
1355 New York Avenue, N. E. Washington 1, D. C. 20527*

Please send me your mailing list recommendations FREE OF CHARGE.

NAME \_\_\_\_\_

COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

BE SURE TO ENCLOSE YOUR MAILING PIECE OR DESCRIPTION OF YOUR OFFER

**WILLIAM ADDERIN INC.**  
215 FOURTH AVENUE • NEW YORK 3, N. Y.  
PHONE: Spring 7-7460  
CHARTER MEMBER: National Council of  
Mailing List Brokers

**SEND THIS COUPON!** It will bring you complete **FREE** details about the many excellent new lists of mail order buyers we can supply for **YOUR** next mailing.

Ours is a national service, used and relied on by many of the most successful mailers (large and small) in all parts of the country. They know, from experience, that we can obtain the kind of lists that are ideally suited to their needs.

Chances are we have the **BEST** lists for your needs, yet they'll cost no more than ordinary lists. Our recommendation service is **FREE**. Simply send the coupon.

For top response, use the new

**AHREND Cello LETTER**

UNIQUE • ATTRACTIVE • INEXPENSIVE  
Call PL 1-0312, or write now for sample and low costs.

**AHREND** / 601 Madison Ave., N. Y. 22 • Plaza 1-0312

OVER  
**300 YEARS**  
OF  
COLLECTIVE MAILING LIST  
EXPERIENCE

**E**xperience backed by the most complete facilities and the highest ideals of service in the mailing list field. These are the credentials of The National Council of Mailing List Brokers; the qualifications that enable NCMLB members to *prove* their guarantee of the most competent, reliable list service available.

**E**ach member of the National Council of Mailing List Brokers is prepared to serve you as you should be served: rendering many *extra* aids and courtesies extending far beyond the usual client-broker relationship. Each has an enviable record of "doubling in brass"—as a consultant, confidant and market analyst. Each can refer to the results of exhaustive and continuing performance studies when selecting the right lists for specific offers. When you call upon an NCMLB member, you can be sure that you will be working with an able and reliable expert who has met the rigid requirements of an established trade association.

**L**ist owner or mailer, whatever your status, whatever your problem, the expert service of a Council member is but a phone call away.

For more information write to:  
Mr. Felix Tyroler, President, National Council of Mailing List Brokers  
55 West 42nd Street, New York 36, N. Y., PE 6-0615

it for testing copy, timing or format. Testing keeps us on our toes and we are always learning something new we can apply with profit.

One of the big things we learned last year was that as interest in the stock market increased, we could get much better response from mailing of our investment appeals to lists of business executives than we could from one of our executive approaches. We sell the executive management market, you know. But our appeal is not only to the executive's business interests but to his pocketbook as well. The advertising department has coined a word to describe a market. Its the "invecutive" . . . a contraction of investor and executive.

I am sure that if I polled this audience of executives, we'd find a very high percentage of investors too. ●

#### MOTIVATE YOUR IDEA

*Continued from page 33*

replaced by autotypist letters containing personal references to problems and inquiries. To illustrate the type of creative imagination necessary, the exact stage at which the use of the prospect's last name moved into the informal first name approach was carefully determined. The incorporation of the receiver's name into the body of the letter, possible through autotypist use, heightens the feeling of personal communication. In most cases, no suspicion that a mechanized letter is being sent crosses the prospect's mind.

Autotypist letters are pre-signed before they go into the machines. It should be noted that the signatures imprinted must be so carefully done that the reader of the letter can never suspect that the letters were not personally signed.

In any association or business, an awareness to the customer and his problems and needs must exist before attempting to transfer routine correspondence to a mechanized process. Especially is this true in selling an idea or a course of action. If I were to attempt to formulate a set of rules to govern the venturer into this type of communication, they would go something like this:

1. Use creative imagination freely.
2. Pre-plan the over-all project and then anticipate every detail making up the project, no matter how small.
3. Pay close attention to proper tim-

Look for this seal:  
It's your guarantee of  
The Most Competent, Reliable  
List Service Available



**MEMBERS:**  
Archer-Bennett List Service  
140 West 55th Street  
New York 19, N. Y.  
JU 6-3760  
George G. Bryant  
71 Grand Avenue  
Englewood, N. J.  
MU 8-2651  
Dependable Mailing Lists  
384 Fourth Ave.  
New York 10, N. Y.  
OR 9-7160  
Walter Drey, Inc.  
252 Fourth Avenue  
New York 10, N. Y.  
OR 4-7081  
Gulfco  
150 Engle Street  
Englewood, N. J.  
BR 9-0461  
Willie Madden, Inc.  
215 Fourth Avenue  
New York 3, N. Y.  
SU 5-7460  
Mosley Mail Order List  
Service  
38 Newbury Street  
Boston 10, Mass.  
CO 6-3266  
Name's Unlimited, Inc.  
352 Fourth Avenue  
New York 10, N. Y.  
MU 6-2434  
D. L. Natwick Co.  
130 West 52nd Street  
New York 19, N. Y.  
CO 5-9616  
People in Place, Inc.  
41 Fifth Avenue  
New York 3, N. Y.  
LI 2-7474  
Mrs. Betty T. Roskam  
Roskam Co.  
43 State Line, Box 855  
Kansas City, Mo.  
Walter Karl, Inc.  
A-monk, New York  
FA 4-3336

# • List maintenance made easier!

**If you mail consistently to the same lists, National has a new plan that will save you money.**

You start by selecting the lists you want on the basis of any one, or combination, of the following:

- type of business (SIC number)
- size (financial strength)
- population (size of town)
- state, city, county or *distributors' territories*

Of course, you can also add names from your own files that aren't already on the lists you pick.

You pay the regular catalogue price—\$17.50 per M names for most lists. Then, *for only 32.50 per M more*, your lists will be put on IBM cards. These will be turned over to you whenever you wish.

Compare this— $1\frac{1}{4}$ ¢ per name—with the cost of cutting plates—4¢ to 11¢ per name.

And there are more savings to come.

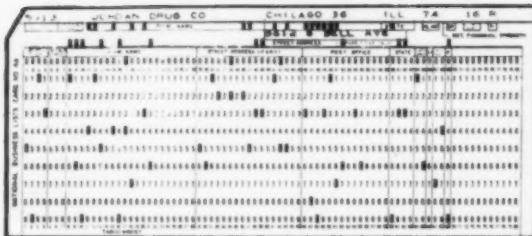
Only 7 out of 10 names on the average business list remain unchanged from one year to the next. Keeping a list up-to-date is a tedious, expensive job. Yet, for a monthly charge of only \$1.75 per M names on the list, NBL will take over this job.

Not only will addresses be kept current, but firms no longer active in business will be dropped—and new, or newly active, firms added. What is more, *zone numbers will be provided in the 106 postal zone cities*. Selectivity is no problem. You can reach in and pull out any portion of any list you want to address for a particular promotion.

Your material can be stored and addressed either in New York, Chicago, or San Francisco. The cost is only \$4.50 per M for direct addressing or gummed address labels.

Yes, your direct mail advertising program will cost less, be easier to manage and control, bring better results . . . when you turn over your list maintenance and addressing chores to specialists.

For complete information, just write or phone today to the NBL associate who services your territory.



## FOR BETTER MAILING RESULTS USE NATIONAL BUSINESS LISTS ASSOCIATES\*

Selections Available by Any or All of the Following:

- Type of business (SIC number)
- Size (financial strength)
- Population (size of town)
- Cities and states
- Counties or *distributors' territories*
- Branches or Main Headquarters
- Corporations or unincorporated firms

Complete facilities in New York, Chicago or San Francisco. Addressing on:

- Envelopes or Self-Mailers
- 3" x 5" Cards
- Gummed Labels
- Continuous Galley Rolls
- IBM Cards

Full statistical information for MARKET ANALYSIS included.

Addresses include postal zones in 106 cities.

All lists continuously revised, added to and kept up-to-date.

Over 2,000,000 Firms and Institutions on IBM Cards.

## NATIONAL BUSINESS LISTS ASSOCIATES

W. E. WATSON CORP.  
23 Hanse Avenue  
Freeport, New York  
FReepo 9-8312

NATIONAL BUSINESS LISTS  
549 W. Fulton Street  
Chicago 6, Illinois  
FRanklin 2-0653

THE ELECTRONIC MAILING HOUSE  
A Div. of: Blum's Direct Advertising Agency, Inc.  
809 Mission Street  
San Francisco 3, California  
GAffield 1-1066

ing.

4. Use extreme care in the execution of each letter, including enclosure of materials and mailing.

No business, organization or association is static. In order to keep the system current in its service, management executives must be alert and aware of necessary changes, quick to appreciate and follow trends of thought and diversity of needs. This is

as true for the association which sells a course of action which will cause an idea to activate effectively as it is for the industry which sells a product. The lifeblood of selling lies in reaching the prospect, and the answer to reaching the prospect lies in the use of the mails. The use of mechanized correspondence allows the fullest use of direct mail techniques and permits the greatest amount of results with a minimum of overhead expenses. \*

Put More  
**SELL**  
in your DIRECT MAIL  
- Use Blotters!

There is a  
**SORG BLOTTING**  
for Every Price and  
Every Purpose

★  
• Sorg's Kromekote Blotting  
• Sorg's Enamored Blotting  
• Sorg's Bluebird Blotting  
• Sorg's Embossed Blottings  
(Mosaic and Basketweave)  
• Sorg's Utility Halftone  
Blotting  
• Sorg's Porcelain Blotting  
• Sorg's Record Blotting

No other direct mail piece has quite the magnetic attraction . . . is quite so "wastebasket proof" as a blotter. Matter of fact, it's become a very simple formula for direct mail success. To the tremendous retention value of a blotter, add your product, service or sales message. Apply the finishing touch by printing the job on Blotting by Sorg. And that's important! Because, as hundreds of top advertisers know, your sales story is assured the very best in exposure and impression, by the eye-appealing background of quality Sorg Blotting. Ask your Sorg distributor for swatch books of the Sorg Blotting grades. From the magnificent array of colors, finishes, and sizes, you are sure to find the right blotting in the right price range for your purpose.

THE SORG PAPER COMPANY • Middletown, Ohio  
Manufacturers and Converters of Stock Line and Specialty Papers  
STOCK LINES  
WHITE SOREX • CREAM SOREX • LEATHER EMBOSSED COVER • PLATE FINISH • EQUATOR INDEX BRISTOL  
EQUATOR ANTIQUE • MIDDLETOWN POST CARD • 410 TRANSLUCENT • No. 1 JUTE DOCUMENT  
SORG'S BLOTTING • BRILLIANT VELLUM • REGISTER BOND • TENSILEX • GRANITEX • PARCHTEX  
Offices in NEW YORK • PHILADELPHIA • CHICAGO • BOSTON • ST. LOUIS • LOS ANGELES

**DETROIT DM DAY**  
**SET FOR**  
**FEBRUARY 20**

Detroit Direct Mail Day will get underway February 20th under the headline: Direct Mail—The Marketing of a New Economy Car. The morning program will explore five facets of launching a hypothetical new car. Each facet will be handled by well known users and producers of direct mail: Richard Ouder Sly, Market Opinion Research (will handle researching the market); C. Norman Fry, R. L. Polk & Co., (national advertising); James Justen, Curtin & Pease (how to set up dealers); John E. Wolf, The John E. Wolf Co. (dealer promotions); and Irving Beckman, Beckman and Bierbaum (promotion to the public).

Paul Bringe, Milwaukee Dustless Brush Company will take the spotlight at combined Adrafter and DM Day luncheon. Subject: A New Look at Direct Mail.

Two panels are scheduled for the afternoon covering agency and industrial direct mail. Robert DeLay, Walde and Briggs, Chicago and Bruce Andrews, Stan Steel Corp., will handle industrial. Ferd Ziegler, McCann-Erickson, N. Y., and Paul John, Campbell-Ewald, Detroit, will explore agency recommendation of direct mail.

Highlight of day will be awarding of \$500 all expense vacation to a lucky attendee.

**TWO LETTERS  
OF GREETING**

Thanksgiving, Christmas and the New Year always produce a bevy of good greeting letters from many companies to their customers. Two of the best which crossed our desk at the end of the year came from Don Barr Associates, Inc., business form specialists in Mansfield, Ohio.

The first letter was mailed to Barr customers and friends at Thanksgiving time. It showed two pictures . . . one of a military memorial, the other of a freedom auditorium. Copy underneath read:

A friend of ours recently returned from West Berlin where he snapped these pic-

tures, contrasting "gifts" from conquerors. The Russian "memorial" is a huge bronze soldier atop a seven-pillar marble arch, patrolled by armed guards. Flanking it are two big guns and two big tanks, to commemorate the victory.

America, on the other hand, built a modern symbol of freedom dedicated to Benjamin Franklin. Serving as a Congress Hall for the free exchange of thoughts and ideas, its doors are always open to people from every part of the world. An auditorium seats 1,250 and there are lecture halls, conference rooms, a restaurant, and a roof garden cafe. In front, there is nothing more militant than splashing fountains.

Elsewhere in West Berlin, U. S. money is helping erase the scars of war, rebuilding vast areas laid low by Allied bombers, while in the Eastern Zone, economic recovery has been retarded to suit the Russian purpose.

Politics and policies don't always coincide with our thinking; we frequently gripe about taxes, but there would be few volunteers for the next boat back to where our ancestors came from.

All of us can take genuine pride in that contrast. It's one more tangible reminder as another Thanksgiving approaches how very thankful, how very lucky we are to be Americans.

Don Barr,

A few weeks later, Barr customers received a personal envelope mailed from North Pole, Alaska. Inside was a small cellophane envelope containing a card printed: "12 Assorted Snowflakes, hand gathered by Santa's Elves expressly for Don Barr Associates." The "snowflake" packet was tipped on to this letter:

Snowflakes from  
the land of Santa . . .

Our doorbell rang one evening several weeks ago. When we opened it, no one seemed to be there, but hearing a small, squeaky voice, we looked down.

There was a jolly looking elf, dressed in red trimmed with white fur. Drawing himself up to his full height (2 feet!), he tugged at his curly white beard and said:

"I'm selling snowflakes, extra special ones. We hand-gather them just a split second before they land on Santa's front lawn. They come a dozen to a package, each one different and they're guaranteed genuine."

Well, who could turn down an offer like that? We're happy to enclose yours which we hope reach you in perfect condition. The only thing is he warned us they'd melt just like ordinary snowflakes if the temperature rose above 32°.

Should, by chance, your envelope be empty, please know they must have melted under the influence of the warm wishes we're sending in this message. So if the snow-flakes aren't there, at least the sentiment is.

Best wishes for the Christmas Season and for the New Year that lies just ahead. May 1959 be a healthy, happy, and prosperous time for you and your loved ones.

Sincerely,

Don Barr

These interesting greeting letters were both created by direct mail pro John Plank of Marion, Ohio, who handles Don Barr advertising. •

## CIRCUMLOCUTION

Read the opening sentence of a State Department press release #762, dated December 18, 1958:

"The interdepartmental committee for reciprocity information announced today that the agencies of the Government responsible for conducting the review of alternatives to present arrangements for applying the tariff on wool fabrics, requested by the President in March 1958, have reached the tentative

conclusion that the tariff-rate quota on these fabrics for calendar year 1959 should be continued along the general lines of the quota established for 1958, subject to any modifications which might be warranted by facts presented to this committee."

Took the author 82 words in one sentence to say that there would be no change in tariff on wool fabrics . . . but might be pressured into it later. Excess wordage bogs down government as well as many businesses.

# The Specialist

A screwdriver and a pair of pliers in the hands of Plant Engineer Tony Mastrioco always means mechanical improvement for one of Circulation Associates 20 departments.

Tony has complete maintenance responsibility for New York's most fully-equipped direct mail plant. Two skilled mechanics in Tony's modern maintenance shop systematically rebuild all machines once a year. Tony also installs innovations over-looked by most machine makers' best technical thinkers. Typical are these Mastrioco mechanical improvements:



**SORTING & LABELING:** A unique Mastrioco mechanism allows automatic "town marking" of 12,000 addresses per hour for P. O. breakdown. . . His variable speed device on Cheshire machines creates systematic sorting, on the fly . . . And a mechanized Mastrioco wing mailer for Dick stripping eliminates all tedious hand operation. For publications, house organs and catalogs alone, these exclusive C. A. inventions have speeded up mailing 25,000,000 per year . . . without a single P. O. or customer complaint.

**INSERTING & ADDRESSING:** Standard one-speed inserters and addressers rebuilt by Mastrioco feature variable speeds adjusted to each operator's capacity . . . And his specially-built feeders and receivers allow much larger size capacity. This tailor-made speed control and enlarged size capacity increases production on C. A. machines for even the most unusual mailing formats.

**MULTIGRAPHING:** C. A. multigraphs remodeled by Mastrioco all operate on exclusive, wear-free, ball bearing action . . . making usual taper pin breakage impossible at C. A.

C. A.'s maintenance majordomo is well experienced in tooling up entire production lines for any direct mail campaign. Tony Mastrioco has the "master touch" for adjusting equipment to do the best job . . . in record time.

This "master touch" is a quality you'll find in *all* C. A. Specialists who handle your mailing. At Circulation Associates there are many Specialists who will be glad to "tool up" their talents, advice and experience . . . to save you time and money with New York's most improved mechanized mailing methods.

**CIRCULATION ASSOCIATES, Inc.**

Complete direct-mail service

226 West 56th Street • New York 19, N. Y. • Judson 6-3530

## WANT TO REDUCE YOUR MAILING COST?

Here is an opportunity for a volume Direct Mailer to cash in on the uncommitted capacity of a Mailer who can address and mail 200,000 plus per day on latest model Cheshire equipment.

We are not list brokers or suppliers — just Mailers. If you have your own list, regardless of make-up, and wish to take advantage of a guaranteed low price call or write

*Johnny Cholbagian*

**Mail-O-Matic, Inc.**  
Route 46  
Parsippany, N. J.  
Deerfield 4-8442

**NEW IDEAS  
IN 4-COLOR  
BULLETINS**

Fresh, lively formats for letters and self-mailers

**FREE CATALOG  
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IDEA ART  
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**Read-Me-First**  
power of four color process  
pictures on your ENVELOPE  
(and letterheads, too!)

►FREE KIT when requested on  
business letterhead  
Top quality . . . bottom prices

**Colortone PAASS**  
Color Stationery Specialists  
2412-24 17th St. N.W., Wash. 9, D.C.

## NAMES IN THE NEWS

**Names** makes sales in direct mail. And behind countless lists making these sales are direct mail users, creators, producers and suppliers who are making personal news. From job promotions to honor awards, the rapidly increasing number of "Names in the News" has overflowed from our Short Notes Department into these columns.

"Names in the News" from different parts of the country show there's booming activity in direct mail and related industries. We'd like to report what you and your associates are doing, where. So drop us a note about direct mail people in your area who are "Names in the News".

\* \* \*

**NEW YORK:** **Eric Johnson**, Motion Picture Assn. of America president and Middle East Ambassador, received the 1959 Franklin Award of the New York Employing Printers Assn. Award was presented at the Jan. 12 Printing Week Dinner. Mr. Johnson also gave the featured address. . . . **Lawrence G. Chait**, president of direct mail firm bearing his name, has been elected to fill an unexpired term on the Board of the National Sales Promotion Executives Assn. . . . **Horace H. Nahm**, president of Hooven Letters, Inc., has been appointed chairman of the Mailing Houses Div. of the 1959 N. Y. March of Dimes Campaign. . . . **Bob Pope**, direct mail manager of Remington-Rand is a happy Rambler owner. Bob won the new auto at N. Y. Sales Executives Club Xmas Party. . . . At the same affair, piano-comedy and mail order impresario **Victor Borge** was hailed as "Hen Salesman of the Year". . . . **Howard K. Gray** and **Samuel F. Melcher, Jr.** are new additions to O. E. McIntyre's sales force. . . . **Betty Roskam**, **Walter Karl** and **Ted Hirsch** are new members of the National Council of Mailing List Brokers. . . . **Leonard Fisher**, former ad manager of Philadelphia's Temple Co., has opened an office at 509 5th Ave., to specialize in mail order catalog creation. . . . **Joseph F. Nugent** is a new copywriter in the promotion department of "Redbook" magazine. . . . Ditto **Lorna Salzman**, who has joined the copy department of Shaler-Rubin Co. after a freelance stint in Italy. . . . **Mary B. Reimnuth**, former ad manager of Fraser Paper, Ltd. and editor of the "Fraser Voyager" has been appointed editor of "Concern," a new magazine for Presbyterian women. . . . **Arthur W. Poretz** upped to public relations director at Mogul, Lewin, Williams & Seylor agency. . . . **Leon Gross**, who started as an errand boy for Ace Mailing Service in 1932, was made president of the firm.

**CHICAGO:** Bell & Howell announced the appointment of **Robert D. Lipson**, former sales promotion manager, to the post of director of advertising and sales promotion. . . . **William C. Cray** is new public relations director of Abbott Laboratories.

**DETROIT:** **Tom Stevens** succeeds **George A. Woolfenden** as supervisor of direct mail at Burroughs Corp. . . . **Harvey Willens**, president of George Willens & Co., was re-elected president of the Advertising Typographers Assn. of America.

**CLEVELAND:** **William "Bill" Clawson**, advertising manager of Harris-Intertype Corp. realized a life-long ambition. He was selected as 1958's "Industrial Advertising Man-of-the-Year". The board of judges called Bill "one of the truly great idea men of this generation". . . . **C. Edgar Smith**, president of Towmotor Corp. was elected to the Board of Directors of Addressograph-Multigraph Corp. . . . **William L. Peterson** heads the new Sales Engineering Dept. at White Motor Company. He's been sales promotion and advertising director for the past year.

**LOS ANGELES:** **Herb Mitchell**, West-Coast sales representative for "The Reporter of Direct Mail Advertising," was given a testimonial dinner recently by the Greater L. A. Printers Supplymen's Guild. The tribute, attended by 400, honored Herb for his many years service in the graphic arts. . . . **Edward Schaar** has opened a copy, sales promotion and public relations office at 8421 Wilshire Blvd. He was former ad man at Weber Aircraft Corp., Beckman Instruments, Inc. and active in L. A. ad circles since 1948. . . . **Arnold Polk** has been named director of merchandising for Beckman-Koblitz agency.

**OTHER AREAS:** **Robert A. Stewart** has been appointed direct mail manager for "Changing Times" magazine and **John E. Conner** direct mail manager for the "Kiplinger Washington Letter" in Washington, D.C. . . . In Reading, Pa., **Donald P. Brinker** has joined the staff of Beaumont, Heller & Sperling, Inc. as copywriter. He was former sales promotion manager of McGraw Hill's "Product Engineering" magazine. . . . **Robert A. Munizich**, former ad manager of Eres Sundries Sales, Inc., named general manager of Mildred Caldwell & Co., Sacramento, Calif., direct mail firm. . . . In San Francisco, **M. E. Ziegenhagen**, manager of Worthington Corp. advertising and marketing, has been appointed program chairman for N.I.A.A.'s 1959 Conference. **Robert G. Hill**, advertising manager of Columbia-Geneva Div. of U.S. Steel Corp. is general chairman of the Frisco Conference, to be held June 14-17. ●

**WANT THE PRODUCT  
TO SPARKLE?...USE**

This brighter, whiter Hammermill Opaque lends added brilliance to everything you print...helps you display products with a flourish. Colors sparkle against its exciting white background. Black and white illustrations get crisp contrast, too. Turn the page to see.

# HAMMERMILL OPAQUE



**COLOR OR BLACK AND WHITE** Solids, tones — colors or black and white — all come out clear as a bell on new white Hammermill Opaque. Look at the whiteness. This brilliance breathes life into your printing. You can get the brighter whiteness of new Hammermill Opaque in English, Pearl, Laurel, and Vellum finishes, in a wide variety of substance weights. This specimen printed by offset on substance 70, English finish on a 42x58 two-color press. Sheet size 39x51, 16 up. Speed 3,000 an hour.

## HAMMERMILL OPAQUE

MANUFACTURED BY HAMMERMILL PAPER COMPANY, ERIE, PENNSYLVANIA

Photo, courtesy H. N. White Company



## POST OFFICE IS BIG BUSINESS

Did you know that the Post Office . . .

1. Delivers more than 61 billion pieces of mail each year?
2. Sells more than 6 billion dollars worth of U. S. postal money orders?
3. Sells 24 billion stamps each year? (Enough to stretch around the globe 14 times.)
4. Maintains a vigorous philatelic program for upwards of 20 million hobbying citizens?
5. Supervises rural letter carriers who travel a million-and-a-half miles every working day to deliver the mails?
6. Serves city dwellers with 85,434 delivery routes, traveled by letter carriers every working day?
7. Carries a billion parcel post packages a year?
8. Offers a wide variety of assistance to communities, including lock boxes and mailing services at 36,300 post offices?
9. Operates 400,000 mail boxes on street corners which are "open for business" around the clock every day?
10. Serves other government agencies by carrying a billion-and-a-half pieces of mail annually for these other agencies?
11. Provides "public services" for the benefit of all taxpayers, including free mail service for the blind, delivering weekly and semi-weekly newspapers free of charge within the county of their origin, selling savings stamps for the Treasury Department, counting wild life along rural routes, registering aliens, etc.?

## TWO GOOD THOUGHTS

Read these two items from December 1958 issue of "Friendly Lines," philosophical house magazine of Gerald Horton Bath, 1500 Eckington Place, N. E., Washington 2, D. C. . . . who writes wonderful house magazines for others, including Stetson University.

"The Lord Helps Them, Etc."

Do you know of somebody who is feeling low because he can't get out and do the things other people enjoy doing? If so, here's a way to help him to help himself

to a spiritual lift.

Get a printer to print a supply of note-paper with just the words THANK YOU! printed across the top, buy several hundred *stamped* envelopes, and give these supplies to him with the suggestion that he screen the newspapers, radio and TV programs, and any other sources available to him, to discover persons who are promoting causes of which he approves, who are doing thankless and sometimes discouraging jobs to the best of their ability, who are conspicuous (or inconspicuous!) examples of old-fashioned honesty and integrity in action—and write each of them a little note of personal appreciation—and keep on doing it!

He will be amazed (and you will,

too!) to see how this pleasant pastime will jack up his spirits. What sort of things should he look for to write about? Paraphrasing Paul's suggestion: "Whatsoever things are honest, whatsoever things are just, whatsoever things are pure, whatsoever things are lovely, whatsoever things are of good report; if there be any virtue, and if there be any praise—say 'Thank you' for—these things."

Live With Deliberate Speed

A tired looking businessman, clutching an overstuffed briefcase, sagged into a seat on

## IN GOOD COMPANY . . .

If you've ever glanced through our Portfolio, you'd have noticed how many different kinds of businesses find it profitable to use our "built-in" reply card (or envelope) to add more "pulling power" to their direct mail promotions.

You'd notice, too, the stature of each individual company . . . many of them leaders in their particular field. This fact in itself would tell you that when your direct mail promotions take advantage of our RETURN-A-CARD format and our creative and production organization . . . you've merely confirmed the judgement of executives in some of our country's largest and most successful companies.



### SALES LETTERS, INCORPORATED

155 West 23rd Street • New York 11, N. Y. • Tel. WA 9-2680-1

SALES OFFICES: Newark, Philadelphia, Chicago

## If you MAIL to EUROPE...

Consider the economy of having your printing and mailing done on the Continent. Newsweek, Reader's Digest and the New York Times have discovered the advantage.

Write for information — no obligation.

### DeMutator M. V.

Willemsparkweg 112  
Amsterdam, Holland

#### IS IT EXCITING?

Are your headlines "stoppers"? Are they intriguing? Is the copy HUMAN INTERESTING? Does it tell, sell, impel? Bott makes advertising exciting—inviting! Write on letterhead.

**"That Fellow Bott"**  
Leo P. Bott, Jr., 64 E. Jackson, Chicago

#### BUSINESS REPLY CARDS

\$4.50 per 1,000  
in 10M lots.

Printed in Color of your choice on 100 lb. White Index. Send copy. Proofs furnished for O.K.

**BLACK OAK PRESS**  
2325 Durbin Street, Black Oak, Indiana

a homeward bound commuters' train. We heard him say to his companion, "There just aren't hours enough in the day." We had no way of knowing what it was that was causing this acute hour-shortage but as we watched him we couldn't help thinking that it was *life-shortage* he ought to be worrying about.

Why do people drive themselves like that? What is so appealing about that much overrated "strenuous life" that Theodore Roosevelt (who died at 61) extolled so highly? What is behind the egotistic compulsion that persuades a man that what he is doing—or getting—is that important?

If by any chance, you may be concerned about someone with such an urge you might like to pass along to him this bit of advice from the Emperor Marcus Aurelius, who, in his day, was about the busiest man in Rome:

*The vast majority of our words and deeds are unnecessary. Eliminate them, and how much toil and trouble will vanish with them! Therefore, on every occasion, let's ask: "Is this necessary?"*

Reporter's added note: Both items tie in with things we've advocated in The Reporter . . . although advice seems to conflict. We think it pays at all times to write unnecessary letters of thanks or praise. The rewards in inspiration are great. But it also helps to avoid unnecessary words and deeds which shorten life.

## Auto-Typed Letters

Kirban Associates offers Auto-Typed letters as low as 8 cents per letter (in qty. or on contract rates). 1000 letters only 10 cents per letter. Price includes 2 personalizations. Quality work on IBM equipment. Letter writing, counselling FREE. Write **KIRBAN ASSOCIATES, INC.**, 5613 Ogontz Ave., Phila. 41, Pa. • HANover 4-1352

as low as

**8C**  
per letter

## The MULTIPRESS

FOR  
IMPRINTING  
ENVELOPE  
PRINTING  
SPECIALTY  
PRINTING

WHAT'S YOUR LINE?

Write Dept. B for literature

**B. VERNER & CO., INC.**  
52 DUANE ST., NEW YORK 7-1466-7

**SENSATIONAL  
NEW ELECTRIC  
SADDLE STAPLER  
WITH FOOT PEDAL**

For Saddle Stapling Booklets, Brochures, Catalogs, Price Lists Etc.  
1/10th the price of standard stiffeners. Made by a "Swing Action" — **ONLY \$84.50**  
standard 120 page book by touch of foot pedal! Perfect for small shop, school, institution. Attach to your own table—or available with metal bench for \$32.50 additional. Flat staple attachment — \$10 extra. **AVAILABLE  
RIGHT FROM STOCK.**

**AMERICAN WOOD TYPE MFG. CO.**  
Dept. R 42-25 Ninth St., Long Island City 1, N. Y.

## A NEW MAGAZINE

**Save** magazine, a new free-circulation publication, will be launched nationally next month . . . combining editorial interest with direct mail distribution. The product-promoting publication will be sent bi-monthly to 25,000,000 households all over America.

**Save** is a new project of The Rapid American Corporation, 711 5th Avenue, New York, N. Y. Inez Holland is publisher.

Following recent successful pilot runs in Rockford, Illinois and Jacksonville, Florida, the magazine is attracting plenty of attention from large advertisers such as Lever Brothers, General Foods, General Mills, Kraft, Colgate Palmolive, Ford Motor Company, Life magazine, etc. Readership measurements in the test areas showed it was high. And consumer reaction was also measured by actual "return". One of the unique features of the new medium is that it combines high level editorial with money-saving offers, many of which are presented in page-perforated coupons. Coupon mail re-

turns and retail store redemption in both Rockford and Jacksonville indicate success for the idea.

The 25,000,000 households which will receive **Save** starting next month are on an occupant list that took Rapid Standard six months to compile. It includes people who are able to shop and buy in the nation's 288 metropolitan trading areas. Effective home mail delivery of 25,000,000 will be guaranteed.

## \$SAVE



**Save's** rate card shows the cost of one page in four colors is \$75,000 . . . or \$3.00 per thousand. Perforated coupons are sold in combinations of three . . . or a total of 75,000,000 coupons at \$250,000. Also available are classified ads and I.B.M. Tab Card coupon inserts.

The publishers also report they are making test facilities available to advertisers.

The first issue of the 5 1/2" x 8 1/4" publication will have 32 pages, plus cover. An inside cover letter to consumers from publisher Inez Holland will tell them:

" . . . We are here to serve you. — and we don't intend to bore you while we're doing it, either. **Save** magazine is sent to you free. It is paid for by the advertising of people from whom you have been buying things for years. This magazine gives them an opportunity to say thanks to you: that's why the ads you'll read in **Save** will be a little different than those you'll find in other magazines . . . "

The difference is the perforated coupons, special offers . . . and product savings. With lively and interesting editorial in between, this entertaining occupant mail concept should really go places . . . in a big way. •

Rates \$1.50 per line \$1.00 Situation/Help Wanted Minimum 4 lines  
Address: Classified Dept., The Reporter, 224 7th St., Garden City, N. Y.

# CLASSIFIED ADVERTISING

## ADDRESSING PLATES

**POLLARD-ALLING** — embossed and linked at \$25.00 per M; special rates for two liners and OCCUPANT; accuracy and delivery guaranteed; weekly capacity 75-100 M.

**JACKSON EMBOSsing SERVICE**  
4 S. Williams St., Whitehall, N. Y.

If you want to reduce costs on Elliott-style stencils—**BLANKS, CUTTING OR ADDRESSING**. Write Address-O-Rite Stencil & Machine Co., Inc., 64 W. 23rd St., N. Y. 10, N. Y. . . O'Regan 5-3240.

## ADDRESSOGRAPH EQUIPMENT

**FOR SALE ADDRESSOGRAPH EQUIPMENT** Class 1900 Machine \$500.00; twenty-one 30-drawer cabinets at \$45.00 each; 600 Slant Front Trays at \$.70 each; 100,000 "B" Locktab Frames at \$9.50 per thousand; 25,000 "B" Tin Frames at \$3.00 per thousand. F.O.B. Oklahoma City. Lunn Printing Company, 1223 Linwood, Oklahoma City, Okla.

## ADVERTISING AGENCIES

Pulling direct selling mail order advertising campaigns in newspapers, magazines, trade papers. Publishers' rates. Counsel service. Martin Advertising Agency, 15 E. 40 St., Dept. 33A, N. Y. LE 2-4751. Est. 1923.

## CANADA'S BEST MAILING LIST

275,000 live names on Elliott stencils  
Call your list broker—**TODAY**  
or Tobe's, St. Catharines, Ontario

## FREE MAILING LISTS

**OVER 2 MILLION NAMES ON PLATES**  
GUARANTEED 100% ACCURATE  
ELECTRONIC SELECTED  
CONSTANTLY CORRECTED  
Retailers-Wholesalers-Manufacturers  
Banks-Churches-Institutions  
Choice of 350 Other Lists  
"We Charge ONLY for Addressing"  
(Usually Completed within 3 Days).  
Write for FREE Catalogue.  
**SPEED-ADDRESS KRAUS CO.**  
48-01 42nd St., Long Island City 4, N. Y.  
Stillwell 4-5922

## MAILING LISTS

**MAILING LISTS** — 75,000 selected names of flower growers, greenhouses, landscape architects, public gardens, seedsmen, and nurseries.

## New DMAA Head

He's been instrumental in the success of the Chicago Mail Advertising Club. So DMAA's new head will be right at home directing the affairs of direct mail at an association level.

Specifically, Bob DeLay comes to New York from a Chicago advertising agency . . . Waldie & Briggs, one of the country's top industrial agencies. As an account manager and Director of Public Relations there, our 40-year old president, soaked up

and many others. Send today for free brochure "Selected Names of Flower Growers and Gardeners," Macfarland Company, Box 540-D, Westfield, New Jersey.

Up-to-date occupant lists Norfolk, Va. area—fast low cost service. Al B. Cogsdale GPO 1388 Norfolk, Va. MA-3-1196.

**ATTENTION:** Mail Order operators and list buyers! Half million current, live "opportunity seekers." Names on gummed labels. Special test offer \$8 per thousand. Richton Company, 231 Wyoming, Maplewood 13, New Jersey.

Direct Mail Proven Buyers. Over 790,000 Alpha-Geo Names. Buyers of Books and Magazines on Gardening, Farming and Health. Active and clean expires. Your Broker knows our reputation for results. Rodale Press, Emmaus, Pa.

OCCUPANT addresses applied to your advertising matter and mailed. Over 105,000 addresses of Atlanta, Ga.

**LABEL LIST ASSOCIATES**, Dept. D  
P.O. Box 717, Atlanta 1, Ga.

## METALWORKING INDUSTRIES LISTS

Approximately 70,000 company names classified by SIC industry group, financial rating, or type of manufacturing operations performed. This is an active publisher's list used several times each month, so it is clean and up-to-date. Complete details and list rental rates on request. We mail from Detroit, New York or Chicago.

**INDUSTRIAL MACHINERY NEWS**  
16144 Wyoming Ave. Detroit 21, Mich.

## Mailing Machines and Supplies

### REBUILT ONE YEAR GUARANTEE

Addressographs, Graphotypes, Speedamat, Elliott Machines. Also plates, stencils, frames, trays, cabinets. Embossing Addressograph and Speedamat plates. Also, mail bag racks, Tying machines, Sealers, Folders, Letter Openers and Pitney Bowes. Mailers, 40 West 15th Street, New York 11, New York.

## MAIL ORDER DIRECTORY

Manufacturers mail single items postpaid to your customers under your label. You pay them wholesale prices. For mail order business Davenport's Drop Ship Directory gives nationwide listings of suppliers, product descriptions, promotional literature, catalogs, prices. Directory \$2.00 Davenport Directories Co. Box 1354-B-12, G.P.O. New York 1, N. Y.

a lot of experience on such accounts as Whiting Corporation, Elgin National Watch, Cummings-Chicago and Shakeproof. All of these accounts are strong direct mail users (see August 1957 cover story).

Before W & B, Bob was with Burnett & Logan, Inc., Chicago, and before that, Advertising Manager of American Air Filter Company, Inc., Louisville, Kentucky. His first job after getting out of the Army in '47, was a stint with Victor Animatograph Corporation, Davenport, Iowa, where

## OFFSET CUTOUTS

**DE LUXE CLIP BOOK NO. 1** contains 1000 alphabetized promotional heading specimens for offset reproduction. Sales ideas galore, in various lettering styles. Many reverses. 40 pages, 8x10½ in. Was \$5.00, now only \$3.00 postpaid.

**A. A. ARCHBOLD, PUBLISHER**  
419 S. Main St. Burbank, Calif.

## PRINTING

**OFFSET**—1,000 8½ x 11, \$5.50, 5M/\$19. 16-lb White or colored bond. Fast! 5,000 colored circulars, \$39. Complete: Art, copy, layout, printing. **PROMOTION SERVICE**—D, 385 Broadway, N. Y. 13, N. Y.

## SPEEDAUMAT ZINC PLATES

New York's biggest and best embosser places 47 Graphotypes and 90 skilled operators at your disposal for fast, accurate embossing of your lists at rock bottom cost of \$35.00 per thousand. Day and night shifts assure prompt delivery on the date promised. No Alibis. Circulation Associates, Inc., 226 West 56th Street, New York. JUdson 6-3530.

**SPEEDAUMAT**—Zinc Plates embossed—\$35.00 per M. 100% accuracy guaranteed.

**POLLARD-ALLING**—3 line proofed and linked \$27.50 per M.

Advertisers Addressing System  
703 N. 16th St., St. Louis 3, Mo.

## TYPE BOOK

"World's Handiest Type Book" helps you to give the pro touch to any printed use of words, fast. Free circular, suggestions. H. Baird, 114 W. Kinzie, Chicago 10, WH 4-4347

## HELP WANTED

Alert circulation manager, preferably with experience in farm field. Need man fully qualified to direct all phases of circulation work, as well as build new circulation. Job offers challenge and opportunity. Write, stating qualifications, to H. Haffter, Garden State Building, Sea Isle City, N. J.

## WRITING

If you think you can write letters that sell, want a good salary with excellent chance for advancement, have a little college training and some direct mail experience, are full of youthful enthusiasm and desire to grow with a fast-expanding Mid-west investment counseling firm, write today and tell us about yourself. Give age, experience, marital & draft status, salary you want. Box 22, The Reporter of Direct Mail Advertising.

## SITUATION WANTED

Statistician (analysis of advertising, Sales trends, Agents recruiting and activities, costs and results) many years of experience in mail order line. Box 21, Reporter, Garden City, N.Y.

Direct Mail Production, All machines, Operations, Addressing, Duplicating, Mailing, List maintenance, Supervision. Sincere, Ambitious, Production. NO "9 to 5" man. Box #23, The Reporter of Direct Mail Advertising.

he applied some of his Army experience as a Major and Public Information Officer.

College? South Dakota State. Graduated Bachelor of Science in Journalism in 1941. His course included advertising and two years of basic printing. Little did Bob know in those early introductions to the medium of direct mail, that he'd one day head the industry association. The advertising world can expect big things. We wish him much good fortune.



Mailmasters, Inc. . . . . 61 Armour Place, Dumont, N. J. (DU 3-2299)  
Mailings Incorporated . . . . . 55 West 13th St., New York 12, N. Y. (WA 9-5188)  
Merit Mailers . . . . . 210 W. 5th St., Los Angeles 4, Calif. (LA 7-3900)  
The Radium Company . . . . . P.O. Box 553, Kansas City 4, Missouri (TA 2-1881)  
West. Eng. Dir. Agt. Co. . . . . 612 Howard St., San Francisco 5, Calif. (GA 1-8500)

#### LABEL PASTERS

Potderin Machine Co. . . . . 281 North St., Teterboro, N. J. (HA 8-1941)

#### LABELS

Allen Hollander Co., Inc. . . . . 385 Gerard Ave., New York 51, N. Y. (MO 5-1818)  
Dennison Mfg. Co. . . . . Framingham, Mass. (TR 3-3111)  
Ever Ready Label Corp. . . . . 10 East 49th St., New York 17, N. Y. (PL 1-3040)

#### LETTER GADGETS

Howig Co. . . . . 45 W. 45th St., N. Y. 26, N. Y. (JU 2-2186)

Robert Straub & Co. . . . . 542 South Dearborn St., Chicago 5, Ill. (WA 2-1881)

#### LETTERHEADS

Brunner, Inc. . . . . 1010 Jefferson Avenue, Memphis, Tenn. (BE 2355)  
Marshall Press, Inc. . . . . 812 Greenwich Street, New York 14, N. Y. (MU 5-8874)

#### LETTERS

Responde-Letter . . . . . 411 S. Sangamon St., Chicago 7, Ill. (MO 6-9878)

Responde-Letter . . . . . New York Office (EN 6530)

#### MAIL ADVERTISING SERVICES (Lettershops)

BROOKLYN  
Valeo Reproduction & Mailing Service, Inc. . . . . 1715 Ave. Z, Brooklyn 35, N. Y. (SH 3-5235)

CLEVELAND  
Cleveland Letter Serv., Inc. . . . . 740 W. Superior, (13) (SU 1-8300)  
Robert Silverman, Inc. . . . . 1270 Ontario Street (3) (CH 1-6375)

DETROIT  
Advertising Distributors of America, Inc. . . . . 4446 Cass Ave. (1) (TE 3-0500)  
Advertising Letter Service . . . . . 2030 Jefferson East, (7) (LO 7-9533)  
R. L. Polk & Co. . . . . 431 Howard St. (81) (WO 1-9470)

EAST ORANGE, NEW JERSEY  
Merit Mailers . . . . . 26 Sterling Street (OR 2-3900)

ELIZABETH, NEW JERSEY  
Automatic Mailing Service . . . . . 329 Newark Ave. (EL 4-3987)

HOUSTON  
Premier Printing & Letter Serv. . . . . 620 Texas Ave., (2) (CA 7-4145)

LOS ANGELES  
Krupp's Adr. Mailing Serv. . . . . 2390 W. Pico Blvd. (6) (DU 5-5421)  
The Mailing House . . . . . 1019 N. Madison Avenue, Los Angeles 22, Calif. (NO 3-4271)

MARION, OHIO  
Fulfillment Corp. of America . . . . . 381 W. Center St. (2-1187)

MIAMI, FLORIDA  
Ace Letter Service Co. . . . . 3800 N.E. 1st Avenue (PL 7-4577)

MILWAUKEE, WISCONSIN  
The Carr Organization . . . . . 1319 North Third Street, Milwaukee 12, Wisc. (BR 6-4246)

NEW YORK CITY  
Advertisers Writing Service, Inc. . . . . 45 West 18th St., New York, N. Y. (AL 3-4500)  
Advertising Letter Serv. . . . . 1019 Arch St., (7) (LO 7-8133)  
Chain Direct Mail Service Co. . . . . 110 E. 48th St. (12) (MU 7-2930)  
Circulation Associates . . . . . 1765 Broadway, New York, N. Y. (JU 6-3530)  
Mailings Incorporated . . . . . 55 West 13th St. (11) (WA 9-5188)  
Mary Ellen Clancy Company . . . . . 250 Park Avenue, New York 17, N. Y. (YU 6-7833)  
The St. John Assoc. Inc. . . . . 75 W. 45th St. (36) (JU 2-3344)  
Tyme Letter Service . . . . . 48 East 19th Street, New York 3, N. Y. (AL 4-0174)

PHILADELPHIA  
Connally Organization, Inc. . . . . 1010 Arch St. (7) (MA 7-8133)  
Woodington Mall Advertising Serv. . . . . 1304 Arch St. (7) (RI 6-1840)

PITTSBURGH  
Advertisers Associates Inc. . . . . 1627 Penn Ave., (22) (AT 1-6144)

ROCHESTER, NEW YORK  
Aer & Streb . . . . . 13 South Avenue (BA 5-6340)

SAN FRANCISCO  
The Letter Shop . . . . . 67 Beale St. (SU 1-6564)

#### MAILING LISTS — BROKERS

Archer-Bennett List Service, Inc. . . . . 140 W. 55th St., N. Y. 19, N. Y. (JU 6-3768)

George Brand & Staff . . . . . 71 Grand Avenue, Englewood, N. J. (2-3500)

George Brand & Staff . . . . . 210 W. 5th St., Los Angeles 4, Calif. (VA 9888)

The Coolidge Co., Inc. . . . . 123 East 2nd St., N. Y. C. 10 (AL 4-3870)

Dependable Mailing Lists Inc. . . . . 381 4th Ave., N. Y. C. 16 (OI 9-1169)

Walter Drey, Inc. . . . . 333 N. Michigan Ave., Chi. 1, Ill. (PI 6-4180)

Walter Drey, Inc. . . . . 257 4th Ave., N. Y. C. 10, N. Y. (OI 4-7061)

Elk Knoll Co. . . . . 160 Engle St., Englewood, N. J. (BR 9-0461)

Walter Karl, Inc. . . . . 180 Armonk, N. Y. (AR 3-3333)

Lewis Kleid Co. . . . . 25 West 45th St., New York 36, N. Y. (JU 2-0830)

Willis Maddern, Inc. . . . . 215 4th Ave., N. Y. 3, N. Y. (SP 7-4660)

Moody Mail Order List Serv. . . . . 28 Newbury St., Boston 16, Mass. (6-6000)

Names Unlimited Inc. . . . . 319 Fourth Avenue, New York 19, N. Y. (MU 2-2434)

People in Places, Inc. . . . . 41 Fifth Ave., New York 3, N. Y. (GI 7-3774)

Planned Circulation . . . . . 19 West 44th Street, New York 36, N. Y. (MU 7-4158)

William M. Proft Associates . . . . . 100 W. 45th St., New York 36, N. Y. (JU 2-0800)

The Rushin Company . . . . . P.O. Box 435, Kansas City 4, Missouri (TA 1-1881)

Storford Evans & Co., Ltd. . . . . 156 Lombard Ave., Winnetka 2, Man., Can. (WH 2-2151)

William Strub, Jr. . . . . 568-570 54th St., West New York, N. J. (UN 4-4800)

#### MAILING LISTS — BY SUBJECT

FOR LIST SOURCE, COMPARE NAME IN PARENTHESIS WITH LISTING BELOW OR COMPILERS & OWNERS

#### BUSINESS, PROFESSIONAL LISTS (ED BURNETT COMPANY)

Direct Mail Users . . . . . 18,500 . . . . . (Reporter of DM)

Financial Lists . . . . . E-Z Addressing Service . . . . . (Wm. M. Proft Associates)

Fund Raising Lists . . . . . Pet supply jobbers . . . . . Cat breeders . . . . . (All Pets)

Pet Shops . . . . . Pet supply jobbers . . . . . Cat breeders . . . . . (Wm. M. Proft Associates)

Public Relation & Promotion Lists . . . . . (Wm. M. Proft Associates)

#### MAILING LISTS — COMPILERS & OWNERS

Active Mail Order List Co. . . . . 241 Lafayette Street, New York 12, N. Y. (WA 5-2450)

Albert Mailing Lists . . . . . 120 Liberty St., N. Y. (RE 2-7723)

Allison Mailing Lists Corp. . . . . 866 Lexington Ave., N. Y. 21 (TE 2-4180)

All-Pets Magazine, Inc. . . . . 74 Darling Place, Fond du Lac, Wis. (WA 2-0680)

Associated Advertising Service . . . . . 613 Willow Street, Port Huron, Mich. (YU 2-7733)

Bookbuyers List . . . . . 363 Broadway, N. Y. 12, N. Y. (WO 4-3871)

Buyers Direct Dispatch, Inc. . . . . 220 E. 22nd St., N. Y. 10, N. Y. (OR 9-3250)

Buckley-Dunn Company . . . . . 355 W. 44th St., New York 18, N. Y. (IL 7-3892)

Ed Burnett Company . . . . . 513 Sixth Avenue, N. Y. 11, N. Y. (AL 3-7177)

Cathouse Lists Bureau . . . . . 40 West 40th St., N. Y. 36, N. Y. (CO 3-4499)

Creative Mailing Service . . . . . 460 N. Main St., Freeport, N. Y. (PR 8-8500)

Directory of Atomic Game Research Co. . . . . 1118 Book Tower, Detroit 29, Mich. (MI 4-1040)

Walter Dry, Inc. . . . . 333 W. Michigan Ave., Kalamazoo 2, Man., Can. (WH 4-4180)

Walter Dry, Inc. . . . . 257 4th Ave., N. Y. 19, N. Y. (OR 4-1961)

Eli Kogos . . . . . Webster, Mass. (WE 2-9789)

E-Z Accounting Serv. . . . . 52 Washington St., N. Y. 6, N. Y. (BLA 2-942)

Fritz S. Wehrle . . . . . 28 E. 22nd St., N. Y. 10, N. Y. (OR 9-3250)

Industrial Lists Bureau . . . . . Webster, Mass. (WE 2780)

Jewish Statistical Bureau . . . . . 269 Broadway, New York 7, N. Y. (BE 3-4239)

Mailing List Compilation Bureau . . . . . 2570 E. 18th St., Brooklyn 35, N. Y. (SH 3-3226)

Mapway, Inc. . . . . Home Office . . . . . 820 N. Franklin, Milwaukee 3, Wisconsin

140 Offices in Major Cities . . . . . 866 Yellow Pages for Local Phone Numbers

Market Compilation Bur. . . . . 10581 Chandler Blvd., Hollywood, Calif. (ST 2-3384)

Merit Mailers . . . . . 26 Sterling St., East Orange, N. J. (OB 2-2990)

National Business Lists Association . . . . . 140 W. Fulton Street, Chicago 6, Illinois

Occupant Mailing Lists of America . . . . . 239 North 4th Street, Columbus, Ohio

Official Catalog Directory . . . . . 12 Barclay St., N. Y. 8, N. Y. (BA 7-2900)

Palmer Lists . . . . . 2422 Grand Concourse, N. Y. 1, N. Y. (BE 3-4140)

R. L. Polk & Co. . . . . 1000 Woodward, Detroit 31, Michigan (WE 3-4747)

W. L. Polk & Co. . . . . 441 Homestead, Englewood, N. J. (EN 4-2000)

William M. Proft Associates . . . . . 383 Main St., East Orange, N. J. (OR 2-3233)

R. L. Rashid . . . . . 5610 Cabuena Blvd., N. Hollywood, Calif. (PO 6-9539)

Reporter of Direct Mail Advs. . . . . 22 7th St., Garden City, N. Y. (PI 6-1327)

Research Projects, Inc. . . . . 55 West 13th St., New York, N. Y. (PI 2-0839)

The Specialized Co. . . . . 1000 1/2 Clark St., Cleveland 1, Ohio (ST 2-2222)

William Stroh, Jr. . . . . 568-570 54th St., West New York, N. J. (UN 4-4800)

W. E. Watson Corp. . . . . 22 Hanse Ave., Freeport, N. Y. (PR 9-8212)

Zeller and Letica, Inc. . . . . 13 East 26th St., N. Y. 26, N. Y. (MU 5-6278)

#### MAIL ORDER CONSULTANT

Herbert L. Kellner & Associates . . . . . 131 S. Wabash Ave., Chicago 3, Ill. (AN 3-2242)

#### MANUFACTURERS—ADDRESSING MACHINES & ACCESSORIES

Pollard-Ailing Mfg. Co. . . . . 230 W. 19th St., N. Y. 11, N. Y. (CH 3-0692)

#### MARKET RESEARCH — STRATIFICATION

Samuel Fitzsimmons & Co. . . . . 545 Fifth Avenue, New York 17, New York (MU 7-6865)

#### MULTIGRAPH SUPPLIES

Chicago Ink Ribbon Co. . . . . 19 S. Wells Street, Chicago 6, Ill. (ST 2-7800)

#### OCCUPANT MAILING LISTS—LOCAL & NATIONAL

Advertising Distributors of America, Inc. . . . . 4441 Cass Ave., Detroit 1, Michigan (TE 3-0500)

Al B. Cogsdale . . . . . P.O. Box 1288, Norfolk, Virginia (MA 3-2316)

Merit Mailers . . . . . 26 Sterling St., East Orange, N. J. (OR 2-3200)

Western Empire Direct Ad Co. . . . . 612 Howard Street, San Fran. 5, Calif. (GA 1-8500)

#### PAPER MANUFACTURERS

American Writing Paper Corp. . . . . 1530 N. Meade St., Appleton, Wis. (41454)

Appleton Coated Paper Co. . . . . Dalton, Mass.

Curtis Paper Company . . . . . Newark, Delaware (EN 8-8551)

Eastern Corporation . . . . . Bangor, Maine (PR 2-2112)

Fisher Paper Company . . . . . 29 North Water Street, Chicago 5, Illinois

Fraser Paper Limited . . . . . 429 Lexington Ave., N. Y. 17, N. Y. (LE 2-0380)

Hamilton Paper Co. . . . . Miquon, Pa. (IV 3-3160)

Hammermill Paper Co. . . . . Erie, Pa. (Tel. 4-7101)

Howard Paper Mills, Inc. . . . . 113 Columbus St., Dayton 7, Ohio

International Paper Co. . . . . 220 E. 42nd St., N. Y. 17, N. Y. (GI 2-0709)

Kimberly-Clark Corporation . . . . . 115 West First Street, Dayton 2, Ohio

Mead Paper Inc. . . . . Cohoes, N. Y. (Neenah, Wis. (Tel. 2-1521))

Mohawk Paper Company . . . . . Port Edwards, Wis. (Tel. 3111)

Nekoosa-Edwards Paper Co. . . . . Port Edwards, Wis. (Tel. 3111)

New York & Pennsylvania Co. . . . . 230 Park Avenue, New York 17, N. Y. (YU 2-0509)

Papitano, Mich. (Tel. 2-2606)

Kalamazoo, Mich. (Tel. 2-0151)

Houstonian, Mass. (HO 47)

The Sore Paper Company . . . . . Middletown, Ohio

S. D. Warren Company . . . . . 89 Broad Street, Boston 1, Massachusetts

Wausau Paper Mills Co. . . . . 111 W. Washington, Chicago, Ill. (FT 6-4768)

#### PHOTO ENGRAVERS

Horan Engraving Co., Inc. . . . . 41 W. 28th St., New York 1, N. Y. (MU 9-8385)

#### POST CARDS

CURTEICHOCOLOR 3-D by Curt Teich & Co., Inc.

#### PRINTERS — LETTERPRESS & LITHOGRAPHY

Colortone . . . . . 2412 17th Street, N.W., Washington, D. C.

Paradise Printers . . . . . Paradise, Pa. (OV 7-3209)

#### PRINTING EQUIPMENT

B. Verner & Co., Inc. . . . . 52 Duane Street, New York 7, N. Y. (BA 7-1466)

#### PRINTING-OFFSET LITHOGRAPHY

Goes Lithographing Company . . . . . 42 West 61st Street, Chicago 21, Illinois

#### SALES AND MERCHANDISING CONSULTANT

Ralph T. Curtis . . . . . 903 E. Powell Avenue, Evansville 13, Ind. (HA 2-3794)

#### SEASONAL STATIONERY

Arthur Thompson & Co. . . . . 109 Market Place, Baltimore 2, Md. (PL 2-4806)

#### STENCIL CUTTING AND LIST MAINTENANCE

Circulation Associates . . . . . 1745 Broadway, New York, N. Y. (JU 6-3530)

Clear Cut Duplicating Co. . . . . 148 Broadway, New York 6, N. Y. (DI 9-4668)

#### SUBSCRIPTION FULFILLMENT SERVICE

Circulation Associates . . . . . 1745 Broadway, New York, N. Y. (JU 6-3530)

Globe Fulfillment Corporation . . . . . 148 W. 23rd St., N. Y. 11, N. Y. (OR 5-4600)

#### SYNDICATED HOUSE MAGAZINES

The William Feather Co. . . . . 9900 Clinton Rd., Cleveland 9, O. (AT 1-4122)

The Henry F. Henrichs Publications, The House of Sunshine, Litchfield, Ill. (296)

#### TRADE ASSOCIATIONS

Associated Third Class Mail Users, 1400 G St., N.W., Wash. 5, D. C. (ME 2-2447)

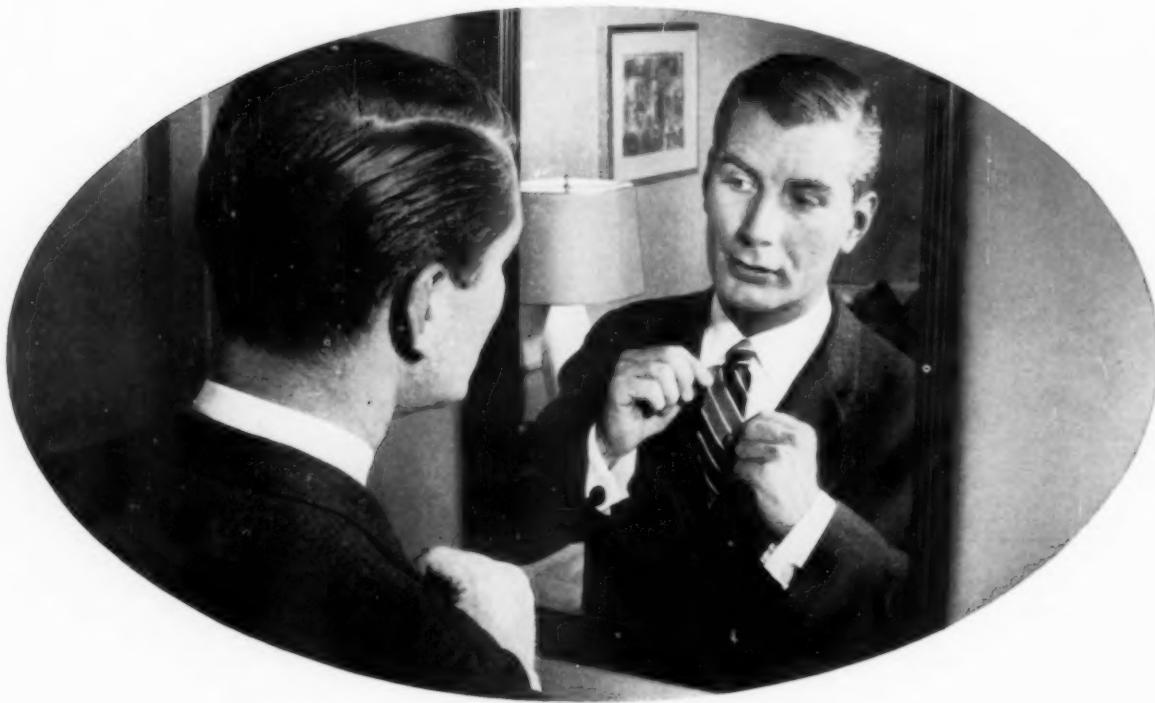
Direct Mail Advertising Assn., 3 E. 57th St., N. Y. 11, N. Y. (PR 8-7588)

MASA International, 18120 James Concourse, Detroit 33, Mich. (DN 4-8545)

Nat'l Council of Mail List Brokers, 55 W. 42nd St., N. Y. 36, N. Y. (PE 6-0615)

YOU'RE JUDGED BY

# your appearance



YOU'RE JUDGED BY

# your printing

The successful businessman — especially the businessman who deals directly with customers and prospects — takes great care in his personal appearance. It's a way of showing respect for others — and a way of winning respect, and success, in return. Such a businessman also demands "good grooming" in the booklets his company sends out. He wants *quality* booklets that not only catch the eye but win respect for the company as well.

**A good printer can give you quality results.** He knows how to make your printing look better, sell harder. One of the ways he achieves superior results is to use Warren's Papers. He knows each grade of Warren's papers represents the high standards of one of America's most respected paper manufacturers. He gets better results with Warren's — and so do you. *S. D. Warren Company, 89 Broad Street, Boston 1, Mass.*



**printing papers  
make a  
good impression**

# FRONTPORCH SCUTTLEBUTT

The gist of conversation about this and that  
with visitors to the Editor of *The Reporter*

**AFTER NEW YEAR'S DAY** every year, we like to inspect again the hundreds of holiday greetings received . . . to revive the memories of old friends. We classify them, too. Here are some statistics, which probably don't mean a thing. Fifteen percent of all cards were mailed third class (and got through quickly); the balance 85% had first class postage. Only 12% carried a religious message or theme; 65% were of the usual store-bought, holly, candles, Santa Claus, etc., designs . . . some humorous; 23% were hand-tailored by the senders (pictures of families, etc.) with 4% of that group using processed letters reporting on family happenings. Twenty-three percent of all cards received (mostly in store-bought group) had extra hand or typewritten personal notes . . . many of which require answering. We like all these contacts and have only one criticism: wish more people would put their present address either on envelope or card. Few do. So many folks move around . . . we have trouble keeping our mailing list clean.

This year, at the urging of New Year's Day visitor, May VanderPyl Roberts, we will bundle the Christmas messages and send them to a hospital where they are used, we understand, in children's wards for therapy.

It's difficult to pick out any card or cards as outstanding, but Bill Clawson of Harris-Intertype Corp. scored again for most inspirational with a revamp of his previous message on theme, "If everyone lit just one little candle, what a bright world this would be." Four most beautiful creations came from Teruhiko Suzuki of Japan; Tom Grenfell in England; Margo Venable, Atlanta; and Harry and Jane Porter, Cleveland. Most unusual and clever card had us guessing and worried for two days. A large card carried a Christmas jumble . . . or scramble word game. Five sets of letters had to be unscrambled and indicated parts of each transferred and unscrambled to a solution line. Cartoon supposed to give a clue. After many attempts, finally uncovered the perpetrators . . . the Al Weinshimers of Chicago. There are a lot of letters in that name.

Another holiday season over. Now we'll have to start thinking of something unusual for our own messages next Christmas. Funny thing . . . our message for 1958 was based on a group of Polaroid pictures (taken two weeks before Christmas) and printed around a holiday form letter. We were surprised at the number of letters saying our message had "sold" the recipient on buying a Polaroid Land Camera. An unexpected aftermath. Maybe we ought to demand commissions. But a Polaroid is really wonderful for hand-tailoring Christmas messages.

**THE POST OFFICE** is constantly getting criticized for errors, delays and stuff. Wonder how many of us take time out to call the postmaster or talk to a carrier and thank them for fine service. Most of you should have made such calls this past Christmas season. The whole postal system did a magnificent job in getting the mail through

even though airmail was hampered by crippling strikes. I've had good reports from all over the country . . . but can vouch for 100% efficiency of our local gang. They really broke their necks to prevent any logjams. Four and sometimes five deliveries a day including Sunday. In spite of our sometimes caustic criticisms of the higher ups in the postal service . . . the grassroots working staffs are something to be proud of.

**TELEVISION** is taking a beating in current editorials, columns, and in the trade press . . . nearly as bad as the beatings handed to direct mail during the height of "junk mail" attacks. We can sympathize with the television promoters, but will have to admit that some of the criticisms are justified, as were some of those directed at direct mail. Hope you all read the "After Hours" piece by C. B. Larabee in Printers' Ink—"Who's Responsible for 'Junking' the Mail?" Larry and I have disagreed at times but I couldn't argue with him on his thesis that those who abuse the mail by insincerity and duplication are largely responsible for the attacks.

The criticisms against television are mostly directed at programming and irritating commercials. The latter seem to be getting worse than better. It will take brains and courage to correct the abuses. The decline in good programs may be due to rapidly increasing costs, but thank fortune there are still good shows like Playhouse Ninety. And Perry Como still ranks top for effortless, comfortable enjoyment. One of the shows we miss most is the Kraft Theatre. Worn out Milton Berle is a poor substitute for the former fine performances. Where do they get the hysterical audiences which roar over the coy lift of an eyebrow or an exclamation like "What"? The same goes for a lot of other worn-out and tired comedians. But television will clean its house and win out eventually. It's too good to lose.

Did you ever realize how much direct mail and the graphic arts are tied in with television? Tons of it. "Write for booklets, samples, prospectuses, entry blanks, etc." Let's hope that all of us in advertising will make a strong effort in 1959 to clean house . . . all the media. Not only direct mail or television. Our public relations should start by using the Kenneth Goode formula, "Find out what people don't like, do less of it . . . find out what people like, do more of it."

**ANOTHER CRITICISM OF TELEVISION** concerns a practice which may be setting a dangerous trend. That is . . . too close a tieup between editorial (entertainment, news reporting, etc.) and advertising (commercials). In magazines, most responsible publishers shy away from injecting advertising plugs in editorial material. But in television programming it's common practice to have the hero or heroine of a tense story step out of character and plug the products of the sponsor. The "Today" program is notorious for having the principal actors changed into hucksters. Doesn't sound sincere.

And in certain quarters . . . efforts have been made to force that trend on magazine publishers. These efforts stem most usually from

young newcomers in the advertising agency business. The old established agencies know better. But the newcomers, trying to impress their clients, write tough letters to editors (especially in trade fields) trying to force editorial mentions . . . holding up the threat of no advertising unless. Sometimes these unwise promoters insist on prepared articles being printed . . . even though they are obviously advertising propaganda. In one silly case, an editor was asked to search his files for past some years and to let the agency know how many times his new client, and a prospective advertiser, had been mentioned in that period. The professors of journalism and marketing should teach the neophytes that there should be high ethics in the agency and publishing businesses alike. Magazines which become puff sheets lose the respect of their audience. The only thing a magazine has to sell to its advertisers is . . . a responsible, responsive audience which respects the editors integrity. Hope all publishers will resist the trend toward pressure for editorial-advertising tieups.

**COLLECTORS OF OLD CURRENCY** are up in arms about the rash of counterfeit Republic of Texas and Confederate paper bills. Many collectors have paid large sums for genuine specimens. Now their investments are being ruined by the current counterfeits used in advertising. (Reporter unwise illustrated such a case in January issue. Sorry.) It seems that our government can't take any action against practice because it did not officially recognize these former governments . . . although it will take action against counterfeiting of own currency or that of a foreign government we recognize. If you want to avoid irritating the thirty or so million philatelists, don't use counterfeit Texas or Confederate bills in your advertising. Criticism is not directed at the oversized bills which are obviously gags.

**WE FOUND OUT WHY** Ed Walker of Kozak Auto Dry Wash, Batavia, N. Y., suddenly took off August 15, 1958 on a trip around the world . . . returning December 4. His wife (of 45 years standing) suffered instant death from a coronary attack. Ed was heartbroken and wanted to "get the hell out of here quick." A friend found out that a freighter was sailing next day after decision was made. Passport application was made that day, but captain of boat made arrangements to have passport flown to boat before first landing. Ed also got his shots on board. Ed tells us that he highly recommends this prescription for anyone losing a loved one. The grief, anxiety and despair gradually lessen as new scenes appear. And says Ed, "Where else can you get room, board and travel for \$12.50 a day?" His 120-day, slow boat trip cost \$1,500. He was in touch with his mail order Batavia office every day by his own ham shortwave radio. Even tried to call us in Clearwater from the Pacific through a local ham phone patch but we were away. Sorry for Ed's loss . . . but admire his method of recovery. Thought some of you would be interested.

**SOME CORRESPONDENCE** between Boyce Morgan and Sid Bernstein of "Advertising Age" caused chuckles here. AA printed an editorial criticizing the new Direct Mail Advertising Assn. Code of Ethics for Mailing Lists. It bemoaned the practice of renting mailing lists and claimed, "What is causing so much public unhappiness with direct mail is . . . its volume." Boyce, who authored the new code wrote a two-page masterpiece in reply. Won't reproduce it here . . . since AA was sporting enough to print it in full. Hope most of you saw it . . . a magnificent defense of direct mail. Who says the volume is too big? Who says list rental is unethical? Who says duplications ruin direct mail when ads are duplicated every day in all other media? Some of the questions asked and answered by Boyce.

**OBSERVATION:** The image of America was badly distorted during the recent visit of Soviet Deputy Premier Mikoyan. No matter what his motives in coming, no matter how much we dislike communism . . . he was a top-ranking visitor from a strong foreign power, with which we must deal in the years ahead, as peacefully as possible. He should have been treated kindly. Instead . . . the sign-bearing pickets and egg throwers were a disgrace. Incidentally, what type of mentality causes mature people to be willing to parade with insulting signboards? For some reason or other, I lose respect for a cause whenever

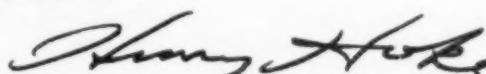
I see organized sign-bearers appear. And that includes airline pilots who should attempt to preserve the respect in which they are usually held.

**THANKS TO SO MANY** of you for the kind letters you sent commenting on the November Scuttlebutt item about the desegregation-segregation squabble. They made good reading. Wish we had room for the best. Showed that many people are thinking sanely and seriously about the problem. Received only one anonymous, depreciating message, and one signed criticism, but friendly in tone. But I still think any subject which concerns our daily lives has some place in advertising thinking. Since then, editorial opinion across the country, even in the South, is more outspoken in behalf of saneness. People gradually are forgetting their fears of talking openly. That is good.

**HAVE YOU NOTICED** how many advertising people are talking about direct mail as a primary medium rather than a supporting one? Bankers Life story in January Reporter is a typical example of planning direct mail strategy first . . . and then deciding on what mass media to be used in support and what kind of appeals needed to back up the direct mail. It's just the opposite of past thinking on the subject. Worth watching and talking about. Direct mail is usually more specific, better illustrated than any mass media advertising. Get all the details of direct mail worked out in advance . . . from every practical angle . . . then all the rest will follow naturally. Would make a good subject for future DMAA conventions. We'll be hitting at it in The Reporter.

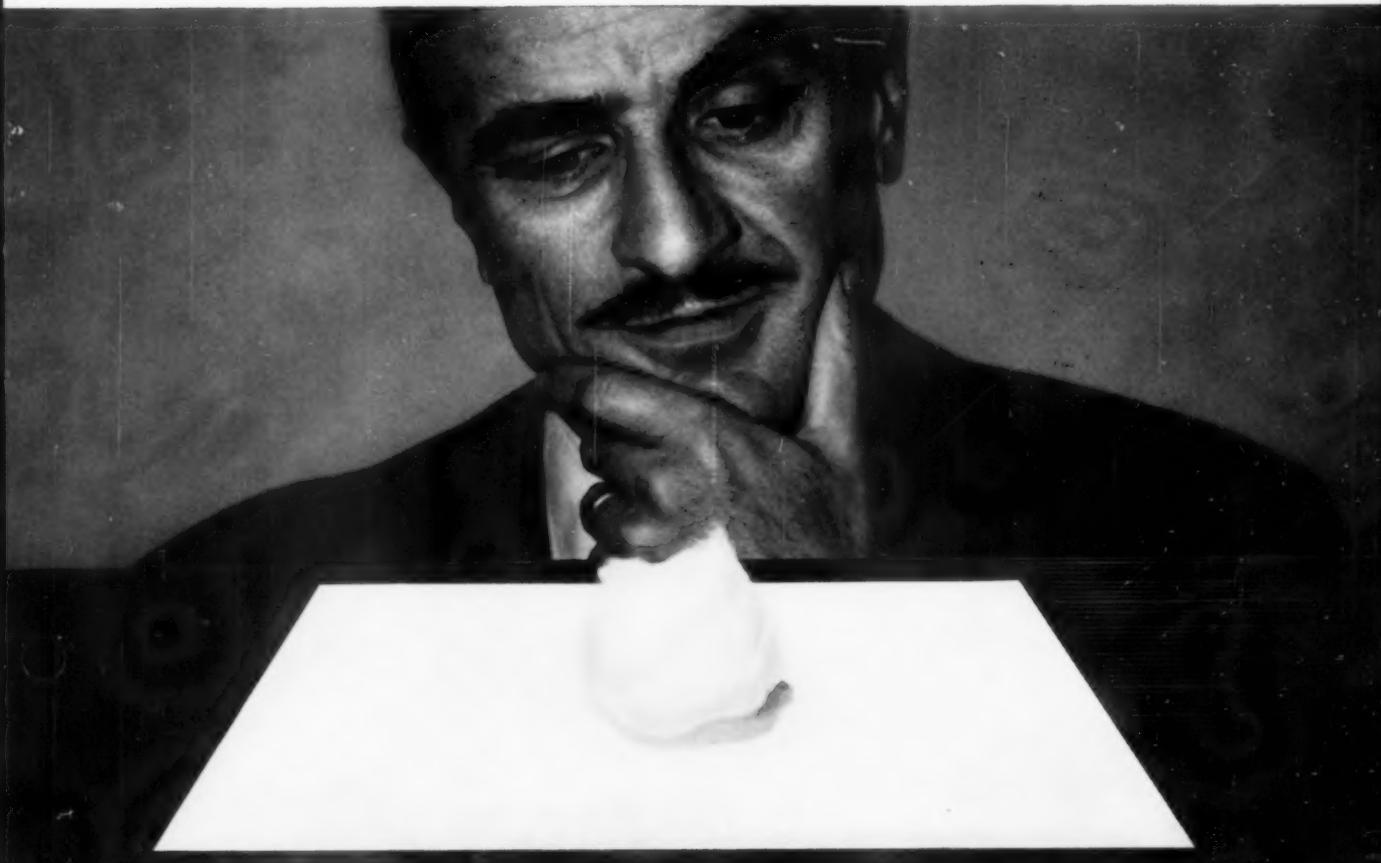
**JUST TO KEEP** the records straight . . . there are a number of associations working for the improvement or protection of direct mail. Sometimes people get them confused. Here's the rundown: The Direct Mail Advertising Assn. (3 E. 57th St., New York 22, N. Y.) is a 42-year-old overall service organization for users and producers of all kinds. Furnishes library service, stages conventions; a meeting ground for exchange of ideas and research. The Mail Advertising Service Assn. Intl. (18120 James Couzens Highway, Detroit 35, Mich.) is a fine organization of direct mail producers and creators only. Conventions, library service, etc. On the postal front, and needing your support, are: Association of First Class Mailers (211 Wyatt Bldg., Washington 5, D. C.); Associated Third Class Mail Users (1406 G St., N. W., Washington 5, D. C.); and Parcel Post Assn. (1013 Woodward Bldg., Washington 5, D. C.). All doing a wonderful job trying to keep postage rates and regulations in line. Added to five above, we now have the Business Mail Foundation (130 E. 59th St., New York 22, N. Y.) recently set up to do a public relations job only. No lobbying. No conflict with other organizations, although it can and will be helpful to all. Incidentally, the Foundation (see January Scuttlebutt) is definitely founded and operating. You may not hear too much of the name Business Mail Foundation as such. It will be working in the background to build a better atmosphere for direct mail. In a good public relations program the operators do not seek personal publicity. They concentrate on getting favorable publicity for the cause, which in this case is simply . . . direct mail advertising and all business mail.

That's all for now.



3 Bluff View Drive  
Clearwater, Florida  
Telephone: JUniper 4-3848

# International Paper announces dazzling new SPRINGHILL BOND®



## Amazing new bond paper is actually whiter than surgical cotton—yet costs no more than “off-white” bonds!

**A**BOUT A YEAR AGO, a brilliant new bond paper started rolling off a machine at International Paper's Mobile mill.

It was extraordinarily white. Countless tests by a famous research laboratory proved that it was *measurably whiter* than surgical cotton, salt, even chalk!

### **Extremely printable**

Springhill Bond is more than just white. It's level and uniform, too. And *crisp*. Just try to pick up a sheet without making a crackling noise!

We insure excellent printing results by

cutting a sample ream from every reel and having it tested on actual printing presses. Springhill Bond is made to order for offset and letterpress printing.

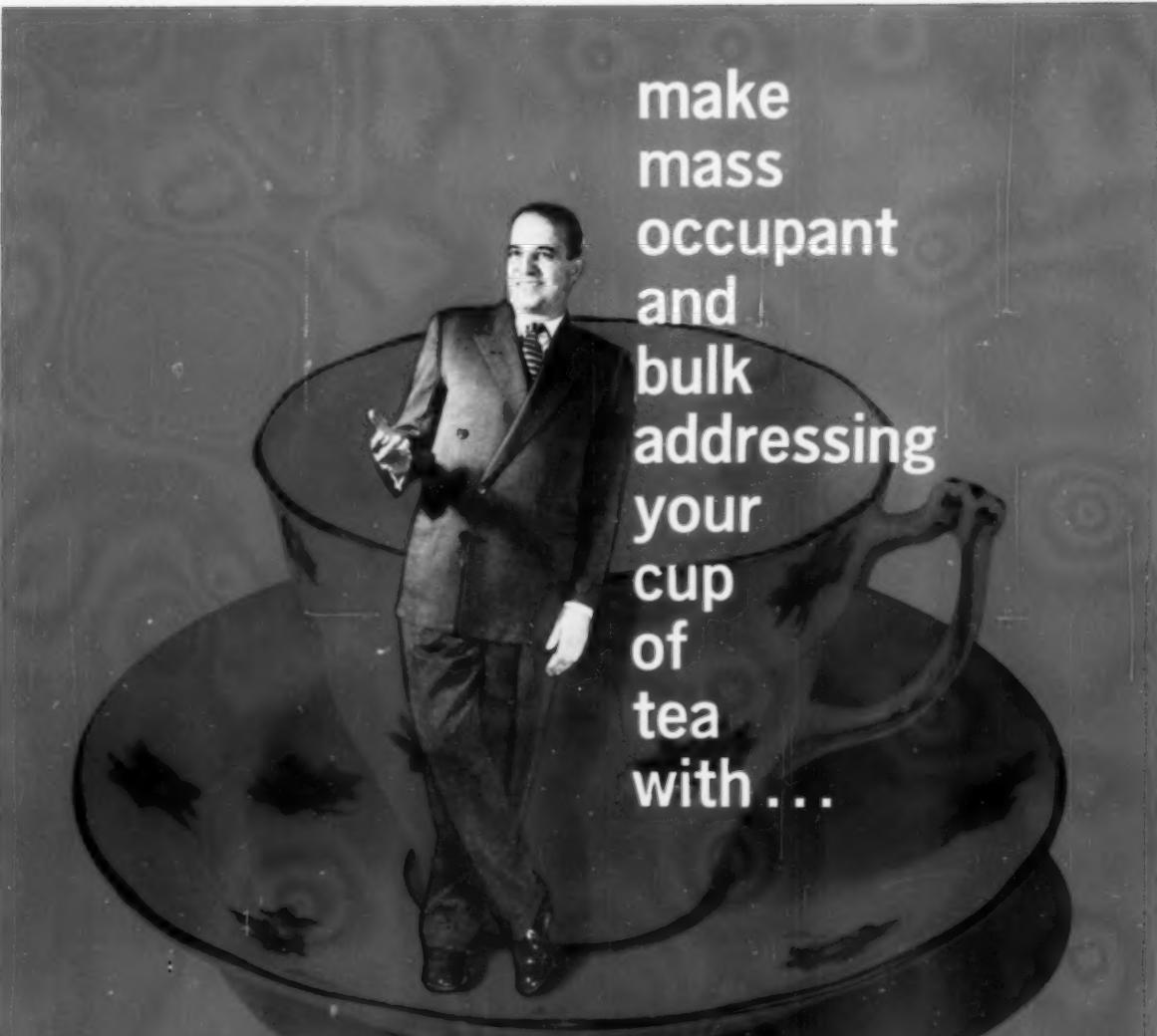
Compare Springhill Bond for whiteness, for finish, for opacity, for “crackle.” We think you'll agree, you just can't offer your customers a finer unwatermarked bond.

New Springhill Bond and Mimeograph are available in white and six colors in a full range of stock sizes and weights. The Springhill line is also available in Duplicator and Ledger papers.



Look for this attractive new design. Handy “zip” openers on 8½ x 11 reams. All cartons polyethylene-lined to control humidity.

**INTERNATIONAL PAPER** 220 East 42nd Street, New York 17, N.Y.



make  
mass  
occupant  
and  
bulk  
addressing  
your  
cup  
of  
tea  
with ...

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## THE FASTEST ADDRESSING AND EMBOSsing MACHINES ON EARTH!

Specially designed to meet today's MASS Production  
Needs...Up to 18,000 pieces per hour!

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Makes List Maintenance a Cinch!

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**POLLARD-ALLING  
MANUFACTURING COMPANY**

230 West 19 Street, New York 11, N. Y.

Please send me complete details on

Pollard-Alling System.

Size of List \_\_\_\_\_

Type of Pieces to be addressed \_\_\_\_\_

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_